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**THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION.**

**PLEASE REVIEW IT CAREFULLY.**

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**THE PRIVACY OF YOUR MEDICAL INFORMATION IS IMPORTANT TO US.**

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**This notice takes effect April 14, 2003.**

**OUR COMMITMENT TO YOUR PRIVACY**

We understand that medical information about you and your health is personal. We are committed to safeguarding your protected health information (PHI).

**PHI is any information that can identify you as an individual and your past, present or future physical or mental health condition.**

This notice will tell you about the ways in which we may use and disclose medical information about you. We also describe your rights and certain obligations we have regarding the use and disclosure of medical information.

The law requires us to:

- make sure that PHI that identifies you is kept private;
- give you this notice of our legal duties and privacy practices with respect to PHI about you; and
- follow the terms of the notice that is currently in effect.

**OUR LEGAL DUTY**

We at **MedAmerica Insurance Company, MedAmerica Insurance Company of New York and MedAmerica Insurance Company of Florida (“MedAmerica”)** are required by applicable federal and state laws to maintain the privacy of your PHI. We are also required to give you this notice about our privacy practices, our legal duties, and your rights concerning PHI. We must follow the privacy practices that are described in this notice while it is in effect, including notification should there be a breach of your unsecured PHI.

We reserve the right to change our privacy practices and the terms of this notice at any time, provided that applicable law permits such changes. We reserve the right to make the changes in our privacy practices and the new terms of our notice effective for all PHI that we maintain, including medical information we created or received before we made the changes. Before we make a significant change in our privacy practices, we will change this notice and send the new notice to our insureds at the time of the change.

You may request a copy of our notice at any time. For more information about our privacy practices, or for additional copies of this notice, please visit our website at [www.medamericaltc.com](http://www.medamericaltc.com) or contact us using the contact information at the end of this notice.

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## Uses and Disclosures of Nonpublic Personal Information

Nonpublic Personal Information is information you give us on your application, claim forms, premium payments etc. For example: your name, identification number, social security number, address(es), type of benefits, payment amounts, etc.

We will not give out your nonpublic personal information to anyone unless we are permitted to do so by law or have received a signed authorization form. You may revoke this authorization in writing at any time. Your revocation will not affect any actions taken in reliance on your authorization before your authorization cancellation was processed.

## Uses and Disclosures of Medical Information

The following categories describe different purposes for which we use and disclose PHI. For each category of uses or disclosures we will explain what we mean and try to give some examples. Not every use or disclosure in a category will be listed. However, all of the ways we are permitted to use and disclose information will fall within one of the categories. If we need to use or disclose your PHI in any other way, we will obtain your signed authorization before our use or disclosure. You may revoke this authorization in writing at any time. Your revocation will not affect any actions taken in reliance on your authorization before your authorization cancellation was processed.

**Treatment:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. We may disclose PHI to health care professionals involved in your care. For example, we may disclose at claim time your current health status to our Business Associates or other Licensed Health Care Professionals contracted with us. This allows providers to manage, coordinate and administer your treatment.

**Payment:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. We may use and disclose PHI to collect premiums, to determine our responsibility to pay claims or to notify insureds and providers of our claim determinations. We may disclose PHI to providers to assist them in their billing and collection efforts. We may also disclose PHI to other insurance companies to coordinate the reimbursement of insurance benefits. For example, we may disclose PHI to another insurance company in order to determine which company holds the primary responsibility for your claim(s).

**Healthcare Operations:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. We may use and disclose PHI for purposes of performing our healthcare operations. Our healthcare operations include using PHI to determine insurability and premiums, to conduct quality assessment and improvement activities, to engage in care coordination, or to determine eligibility for benefits. For example, we may use or disclose PHI to an agency and contracted Business Associate that will assess your functional and cognitive impairment for us so that we may determine your eligibility for benefits.

**To You:** We must disclose your PHI to you, as described in the Individual Rights section of this notice, below. We may also use and disclose PHI when we recommend a Plan of Care to tell you about value-added health related benefits or services that may be of interest to you.

**To Family and Friends:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. If you agree, or if you are unable to agree when the situation (such as a medical emergency or disaster relief), indicates that disclosure would be in your best interest, we may disclose PHI to a family member, friend or other person. In an emergency situation, we will only disclose the minimum amount necessary.

**To Our Business Associates: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** A business associate is defined as someone that assists us in managing our business or performing our healthcare operations. For example, a professional that conducts assessments for us in your place of residence. We may disclose PHI to another company that helps us manage our business. For example, we may disclose PHI to an independent agency to review your health and medical history for us during the application process (i.e. medical underwriting). These business associates are required to sign a confidentiality agreement with us that limits their use or disclosure of the PHI they receive.

**To Plan Sponsors: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** A plan sponsor is defined as the employer, employee organization or group that establishes and maintains the insured's benefit plan. If you are enrolled in a group plan, we may disclose PHI to the plan sponsor to the extent necessary to permit the plan sponsor to perform plan administrative functions. For example, if you choose to have your premiums paid via a deduction from your payroll. Before PHI is disclosed to your plan sponsor, we will receive certification from the plan sponsor that they agree to limit their use or disclosure of this information to plan administration functions only.

**Research: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** We may use or disclose PHI for research purposes in limited circumstances. For example, a research project may involve analyzing enrollment data to illustrate consumer behavior. All research projects that disclose PHI are required to obtain special approval.

**Coroners, Medical Examiners and Funeral Directors: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** We may release PHI to a coroner or medical examiner, to identify a deceased person or determine the cause of death. We may also release PHI about deceased insureds to funeral directors in order for the funeral directors to carry out their duties.

**Organ Donation: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** If you are an organ donor, we may release PHI to organizations that handle organ procurement or organ, eye or tissue transplantation or to an organ donation bank, to facilitate organ or tissue donation and transplantation. This may include a living donor as well as a deceased donor.

**Public Health and Safety: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** We may disclose PHI to the extent necessary to avert a serious and imminent threat to your health or safety, or the health or safety of others. We may disclose PHI to a government agency authorized to oversee insurance companies, the healthcare system or government programs or its contractors, and to public health authorities for public health purposes.

**Victims of Abuse, Neglect or Domestic Violence: We may disclose PHI to appropriate authorities if we reasonably believe that you are a possible victim of abuse, neglect, domestic violence or other crimes.**

**Required by Law: We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law.** We may use or disclose PHI when we are required to do so by law. For example, we must disclose PHI to the U.S. Department of Health and Human Services upon request to determine whether we are in compliance with federal privacy laws.

**Process and Proceedings:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. We may disclose PHI in response to a court or administrative order, subpoena, discovery request, or other lawful process. Under limited circumstances, such as a court order, warrant, or grand jury subpoena, we may disclose PHI to law enforcement officials.

**Law Enforcement:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. We may disclose PHI to a law enforcement official investigating a suspect, fugitive, material witness, crime victim or missing person. We may disclose PHI of an inmate or other person in lawful custody of a law enforcement official or correctional institution under certain circumstances.

**Military and National Security:** We will not disclose PHI to an unauthorized person not involved in your care or treatment, unless we are required or permitted to do so by law. We may disclose to the military, PHI of Armed Forces personnel under certain circumstances. We may disclose to authorized federal officials medical information required for lawful intelligence, counterintelligence, and other national security activities.

**Marketing and Fundraising:** We will not disclose PHI for marketing or fundraising purposes without your authorization. To the extent we use PHI for marketing or fundraising purposes, you will be contacted by us and have the right to opt out of receiving these communications from us and our use of your information for such purposes.

**Breach of Unsecured Information:** We will notify you should there be a breach of unsecured information. We are required to notify you if there is any acquisition, access, use or disclosure of your unsecured PHI that compromises the security or privacy of your PHI.

**Psychotherapy Information:** We will not release this information without authorization. Should it be applicable that your psychotherapy notes be included in an appropriate use or disclosure of information, in most instances, we are required to obtain your authorization for the release of this information.

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## Individual Rights

### The following information is effective as of 4/14/03:

**Access:** You have the right to inspect and/or copy your PHI, with limited exceptions such as information a licensed health care professional, exercising professional judgment, determines that providing access is reasonably likely to endanger the life, physical safety or cause someone substantial harm. On or after 4/14/03, you may contact us using the contact information at the end of this notice to obtain a form to be completed and returned to us. If you request copies, we reserve the right to charge you a reasonable fee for each copy, plus postage if the copies are mailed to you.

**Disclosure Accounting:** You have the right to receive a list of instances in which we, or our business associates, disclosed your PHI. The list will not include disclosures we made for the purpose of treatment, payment, healthcare operations, disclosures made with your authorization, or certain other disclosures. To request a disclosure accounting, on or after 4/14/03, you may contact us using the contact information at the end of this notice to obtain a form to be completed and returned to us. You may request an accounting of disclosures made on or after 4/14/03 and the request may not exceed a six (6) year time period. We will provide you with the date on which we made the disclosure, the name of the person or

entity to whom we disclosed your PHI, a description of the PHI we disclosed and the reason for the disclosure. If you request this list more than once in a 12-month period, we may charge you a reasonable, cost-based fee for responding to these additional requests.

**Restriction Requests:** You have the right to request that we place additional restrictions on our use or disclosure of your PHI. As permitted by law, we will not honor these requests, as it prohibits us from administering your benefits.

**Confidential Communication:** You have the right to request that we communicate with you confidentially about your PHI. We will honor a request to communicate with you at an alternative location if you believe you would be endangered if we do not communicate to the alternative location. We must accommodate your request if it is reasonable and specifies the alternative location. To request confidential communication, you may contact us using the contact information at the end of this notice.

**Amendment:** You have the right to request that we amend your PHI. Your request must be in writing, and it must explain why the information should be amended. We may deny your request if we did not create the information you want amended or if we determine the information is accurate. If we accept your request to amend the information, we will make reasonable efforts to inform others, including people you name, of the amendment and to include the changes in any future disclosures of that information. If we deny your request, we will provide you with a written explanation. You may respond with a statement of disagreement that will be attached to the information you wanted amended. On or after 4/14/13, you may contact us using the contact information at the end of this notice to obtain a form to be completed and returned to us.

**Electronic Notice:** If you receive this notice on our web site or by electronic mail (e-mail), you are entitled to receive this notice in written form. Please contact us using the contact information at the end of this notice to obtain this notice in written form.

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### Safeguards

It is our policy to keep all information about you confidential in all settings. It is so important to us that we take the following steps:

- our employees sign an agreement to follow our Code of Business Conduct;
- our employees are required to complete our privacy training program;
- we have implemented the necessary sanctions for violation of our privacy practices;
- we have a privacy oversight committee that reviews our privacy practices;
- we have a security coordinator to detect and prevent security breaches;
- all computer systems that contain personal information have security protections; and
- we randomly audit third party administrator's offices to ensure that PHI is kept in secure locations.

## Questions and Complaints

If you want more information about our privacy practices or have questions or concerns, please contact us using the contact information at the end of this notice.

On or after 4/14/03, if you are concerned that we may have violated your privacy rights, as described above, or you disagree with a decision we made about access to your PHI or in response to a request you made to amend or restrict the use or disclosure of your PHI or to have us confidentially communicate with you at an alternative location, you may complain to us using the contact information at the end of this notice. You also may submit a written complaint to the U.S. Department of Health and Human Services. We will provide you with the address to file your complaint with the U.S. Department of Health and Human Services upon request.

We support your right to protect the privacy of your PHI. We will not retaliate in any way if you choose to file a complaint with us or with the U.S. Department of Health and Human Services.

### **Privacy Complaints, Rights or Questions:**

Contact Office: Privacy Officer

Address: PO Box 41930  
Rochester, New York 14604-0620

Phone: 1-800-544-0327 Ext. 3413

E-mail: LTCprivacy.officer@medamericaltc.com