

## Optuminsight Privacy Policy

### Introduction and Applicability

PLEASE READ THIS PRIVACY AND SECURITY POLICY CAREFULLY BEFORE USING THIS SITE. optuminsight.com, by OptumInsight, ("OptumInsight" "Site," "we," or "us"), is very sensitive to privacy and security issues. We respect your privacy and know that you want us to keep your information that you send to us secure. This Privacy and Security Policy ("Privacy Policy"), along with the optuminsight.com Terms and Conditions, describe the terms and conditions under which we offer you access to optuminsight.com, associated sites and the services contained on those sites ("Services").

This Privacy Policy applies to optuminsight.com which is owned or operated by OptumInsight. OptumInsight may share information among its affiliates, subsidiaries, or sites that it owns or controls in accordance with the practices set forth in this Privacy Policy. By using these services and this Site(s), you signify your agreement to this Privacy Policy. If you do not agree to this Privacy Policy, please do not use these services. We may revise and update this Privacy Policy at any time, as detailed below. Your continued use of optuminsight.com will mean you accept those changes.

### How We Use Personal Information We Collect About You

Certain optuminsight.com web sites provide visitors the opportunity to purchase OptumInsight products and may require the visitor to provide personal financial information (such as, bank account number, credit number or debit card number) in order to purchase such OptumInsight products. This Privacy Policy along with the optuminsight.com Terms and Conditions describe the terms and conditions under which we offer you access to purchase our products.

### Protecting Your Personal Information

We have reasonable and customary physical security (such as locks and alarm systems), electronic security (such as passwords and encryption methods), and procedural security methods (such as rules regarding the handling and use of information) in place designed to protect against the loss, misuse, or alteration of information that we have collected from you at our Sites.

### Analytics & Customization Technology

We do not explicitly identify visitors to our World Wide Web site unless they choose to identify themselves through website registration, requests for additional information, or to purchase products or services.

Like most web site operators, OptumInsight does collect non-personally identifying information that web browsers and servers typically make available such as:

Our websites may deposit a small file called a "cookie" on a visitor's computer hard drive to personalize their experience or track aggregate site visitation statistics.

Our websites may use web beacons in combination with cookies to help OptumInsight identify and track usage of OptumInsight websites in order to gather aggregate data related to the usage and usability of OptumInsight websites. OptumInsight will use this "web analytics" data only as aggregate site visitation statistics or to personalize the end user experience.

Our websites may customize the website viewing experience and/or capture web analytics by using either internal analytics software or by sending this information to vendors to help OptumInsight analyze this data. OptumInsight has agreements with its vendors that they will not share or use the information for purposes other than to maintain and enhance the services they provide to OptumInsight.

OptumInsight purpose in collecting web analytics information is primarily to better understand how OptumInsight visitors use its websites and to optimize visitors experience and interaction with our websites.

Because non-personal information does not identify who you are, we do not limit the ways we may use or share non-personal information. For example, we may share non-personal information with our affiliates, suppliers, employees and agents, other businesses, and the government.

The visitor may disable your "cookie" information by adjusting their browser preferences on your personal computer at any time.

### Internet Information We Collect About You

#### IP Address

We may use your IP address to help diagnose problems with our server and to administer our Site. Your IP address may also may be used to help identify visitors and to gather broad demographic information and to respond to legal requests.

### Information We Disclose About You

We will only share your personal information with third parties as permitted by this Privacy Policy (in its current or future form) and as otherwise permitted by law.

We share and give access to personal information to our employees and agents in the course of operating our business. For example, if you sent us an e-mail asking a question, we would provide your e-mail address to one of our employees or agents, along with your question, in order for that person to reply to your e-mail. We may share personal information with other OptumInsight parent, subsidiary, or affiliate businesses.

We also share and give access to personal information with other companies that we hire or collaborate with to perform services or functions on our behalf. For example, we may hire an outside company to help us send and manage e-mail, and in that case we might provide the outside company with your e-mail address and certain other information in order for them to send you an e-mail message on our behalf. Similarly, we may hire outside companies to host or operate some of our websites and related computers.

However, if we share or give access to information to outside companies we require them to use the personal information only for limited purposes, such as for sending you the e-mail in the example above. If you believe we or any company associated with OptumInsight has misused any of your information please contact us immediately and report such misuse.

We may share personal information if all or part of OptumInsight is sold, merged, dissolved, acquired, or in a similar transaction.

We may share personal information in response to a court order, subpoena, search warrant, law or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting website visitors who violate our rules or engage in behavior that is harmful to other visitors or is illegal.

#### **How We Use Information We Collect From You**

**To Customize Your Experience.** We may use demographic and personal information to tailor your experience at our Site, show you the content in which we think you might be interested, and display content according to your preferences. Your information is protected to prevent access by other users.

**To Request Your Feedback or Provide You With Information About our Services.** We may conduct surveys on our Site in which we ask you and other visitors for contact information (such as your e-mail addresses). We use contact data from our surveys to send users information about our company and services. You have the option of choosing not to receive such e-mails at the time you register or at any time, as detailed below.

#### **General E-mail Communications**

If you register your e-mail address with us, we use such information provided by you for internal purposes, and may send you information about new optuminsight.com Site features, services, or updates, information about our company and promotional material or offers from some of our corporate partners, and other news.

#### **How to Change Your Personal Information**

You can log onto our system and manage your profile settings through the "My Account page". You may also correct, update or remove personal information yourself from the optuminsight.com tools that collect and store your data by going back to the specific tool, logging-in and make the desired changes.

You may request that optuminsight.com delete personal, identifiable information it has retained about you. If you would like your information deleted, please [Contact Us](#) via <http://www.optuminsight.com> and provide us with your optuminsight.com user name and the e-mail address you provided to us. Or, you may submit your request via mail to:

OptumInsight Customer Service  
Corporate Headquarters  
13625 Technology Drive  
Eden Prairie, MN 55344  
Toll-free: 888.445.8745  
Local: 952.833.7100  
Fax: 952.833.7201  
E-mail: [inform@optum.com](mailto:inform@optum.com)

If you choose to remove or not supply us with personal information, you will be unable to access or fully use the functionality of some of optuminsight.com's features.

You should also be aware that if you ask us to correct, update, or remove your information we will do so from our active databases, but it will not be feasible or possible to do so from our back-up media, nor is it technologically possible to remove each and every record of the information that you may have provided to OptumInsight.

If you have any questions about this privacy statement, the practices of this Site or your dealings with this Site, you can [Contact Us](#) online or via post at the address above.

#### **Online Communities**

Our website is not designed to attract children; we do not collect or maintain information from individuals that we actually know are under the age of 13.

Optuminsight.com provides public forums where you can share information with other users. Any posting, transmitting, or uploading ("Posting") of any sort of text, photograph, video, audio or any other sort of content ("Material") is public. Any Material you share in a Posting is by design open to the public and is not a private, secure service. optuminsight.com is not responsible for any material Posted, and you should exercise caution when posting any personal Material, and consider not Posting personal material at all. Please refer to the optuminsight.com [Terms and Conditions](#) for more information regarding Posting.

The visitor is solely responsible for the content of any postings they submit and OptumInsight assumes no responsibility or liability for any content submitted by the visitor. We may, but are not obligated to, restrict or remove any and all content from a message, including messages that we determine in our sole discretion are profane libelous, defamatory, obscene, pornographic, indecent, lewd, harassing, invasive of privacy or publicity rights, abusive inflammatory or otherwise objectionable, or any transmission which could violate, or facilitate the violation of, any applicable law, regulation or intellectual property rights. OptumInsight reserves the right to purge the content the visitor provides, but the visitor understands that OptumInsight may access, preserve and disclose the content if required to do so by law or in good faith or belief that such access, preservation or disclosure is required by law.

#### **Our Online Communication Practices**

##### **Interactive Web Features**

By accessing certain interactive features in the Site, you agree to receive certain communications. In addition, you agree that we may use interactive tools while you are on the Site itself to contact you. It is your choice whether or not you wish to respond to any such communications.

##### **Communications Opt-Out**

optuminsight.com provides users the opportunity to opt-out of receiving communications from our partners and us. When you complete registration or when you make changes to your profile, you will be given the choice of receiving informational/promotional e-mails fromoptuminsight.com. You may opt-out of receiving e-mails on behalf of optuminsight.com at registration by updating the preference box

for receiving e-mails and newsletters. You may also opt-out of receiving these e-mails and newsletters by changing your preferences in Communication Settings.

**Analytics Opt-out**

Website visitors may opt-out of the use of the Analytics and customization technology used across optuminsight.com sites by following [this link](#) for to the Analytics opt-out page. Note that opting out of that analytics and customization technology may impact site functionality.

**Retention of Information Collected Through this Website**

The information collected through this website is retained by OptumInsight in accordance with the records retention and disposition requirements of OptumInsight. In general, the Internet services logs of OptumInsight, comprising electronic files or automated logs created to monitor access and use of Services provided through this website, are retained for at least three (3) months. Information, including personal information, that you submit in an e-mail or when you initiate an online transaction, such as a survey or information request, is retained in accordance with the records retention and disposition schedule established for the records of the program unit to which you submitted the information.

**Links to Other Web Sites**

This Site may contain links to other sites. OptumInsight is not responsible for the security, privacy practices, or the content of such Websites. Please read the privacy statements, terms and conditions, and any other legal information of the linked Web sites that you visit.

**Notification of Changes to This Privacy Policy**

OptumInsight may modify this Privacy Policy at any time in its discretion, so please review it frequently. If we are going to materially change our Privacy Policy regarding the use of your personally identifiable information, we will attempt to notify you at the e-mail address you provided, and post a notice that the Privacy Policy has changed on our Site for a period of 30 days following the change. Your continued use of optuminsight.com will indicate acceptance of any such material change, or you may opt-out of continuing to use the Site.

Last Updated April 10, 2012