



TheStandard®

September 2013

To: Valued Member

Re: Changes to HIPAA Notice of Privacy Practices

This year, new regulations are requiring covered entities, including Standard Insurance Company (The Standard), to make revisions to our Health Insurance Portability and Accountability Act of 1996 (HIPAA) Notice of Privacy Practices. We are required to provide a summary of those changes to individuals covered by our Vision and Dental insurance policies. You are receiving this summary, which includes instructions about how to access the revised Notice, as you are covered under one or both types of insurance through your employer.

The Notice is required under the HIPAA Privacy Rule. It explains your rights and The Standard's legal duties and practices associated with protected health information. The changes we have made to the Notice include the following:

- 1) We will not use or disclose your genetic health information for underwriting purposes.
- 2) We may provide de-identified information to your plan sponsor under certain circumstances.
- 3) We will obtain your permission prior to disclosing your information for marketing purposes and prior to selling your information.
- 4) Most uses and disclosures of your psychotherapy notes require us to obtain your prior permission.
- 5) Despite a request to restrict our use or disclosure of your information, we may disclose to a health plan for purpose of payment or health care operations under certain circumstances.
- 6) We will notify you following a breach of your unsecured health information.

If you would like to view the revised Notice of Privacy Practices, go to www.standard.com/hipaa. If you have questions about the notice, send us a message from our website by clicking on "Contact Us" or calling 800.547.9515.

It is our pleasure to serve you.