

Financial Notice of Privacy Practices



This is your Financial Notice of Privacy Practices for QCA Health Plan, Inc., QualChoice of Nebraska, Inc., QualChoice Life and Health Insurance Company, Inc., QualChoice Advantage, Inc., HeartlandPlains Health, Soundpath Health, RiverLink Health and RiverLink Health of Kentucky, Inc.

We are committed to maintaining the confidentiality of your personal financial information (information, other than health information about you for health care coverage that identifies you, is not generally publicly available and is collected from you, or is obtained in connection with providing health care coverage to you). We do not disclose personal financial information about you to any third party, except as required or permitted by law.

QualChoice may disclose personal financial information to affiliates or other third parties for:

- Administration of the product in which you enrolled;
- To provide information as permitted and required by law to accrediting agencies, guaranty funds or regulatory agencies; or
- Compliance with federal, state or local laws in an administrative or judicial process.

In general, personal financial information may be obtained via:

- Applications or other forms completed by you, which may contain information such as your name, address, age and social security number; and
- Transactions done through us or our affiliates such as payment history.

QualChoice maintains physical, technical, and administrative safeguards to protect your financial information. The Financial Information Privacy Notice is provided for informational purposes and will be updated and distributed as required by law.

Contact

For more information on our privacy policies or to file a privacy complaint please contact:

Privacy Officer
188 Inverness Drive West, Englewood, CO 80112
1-855-277-6080