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**Blue KC: A Healthier You Wellness Program Privacy and Confidentiality Statement**

At Blue Cross and Blue Shield of Kansas City (Blue KC), protection of your personal health information is our top priority. All Blue KC practices are conducted according to current confidentiality and disclosure agreements and are HIPAA compliant.

- The Blue KC “A Healthier You” Wellness Program is sponsored by your employer and administered by Blue KC.
- Participation in the Blue KC “A Healthier You” Wellness Program is voluntary.
- A record of participation in A Healthier You may be provided to an employer which would include Name, date of birth and activity completed (*Limited to employer wellness program design: Health Risk Assessment, Biometric Screening, Tobacco Cessation Coaching and/or achievement of certain amount of points*).
- Voluntary participation authorizes the Blue KC “A Healthier You” Wellness Program to review and use personal information for the specific purposes of supporting personal health improvement goals and the development and administration of Blue KC “A Healthier You” health and wellness programs.
- Data collected through the Blue KC “A Healthier You” Wellness Program will not be used to make insurance coverage or termination decisions and will not be used in underwriting or pricing decisions for your healthcare policy.
- Your individual Biometric Screening and Health Risk Appraisal data will not be shared with your employer for any reason.



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