



Effective Date: October 1, 2013

**INSURANCE MARKETPLACE CONNECTION & CERTIFIED APPLICATION COUNSELOR PROGRAM
PRIVACY NOTICE REQUIRED BY 45 C.F.R. § 155.260**

In order to provide the Certified Application Counselor assistance you are voluntarily seeking, including facilitating your enrollment in a qualified health plan ("QHP") or other insurance assistance programs (such as Medicaid and the Children's Health Insurance Program) through the Health Insurance Marketplace, Lone Star Circle of Care ("LSCC") may request and use your personally identifiable information ("PII"). This Privacy Notice describes how LSCC will maintain any PII that LSCC and its Certified Application Counselors may access through the assistance provided to you under the Certified Application Counselor Program.

PLEASE READ CAREFULLY

What is Personally Identifiable Information ("PII")? PII is information that can be used to determine your identity. Some examples of PII include:

- Name
- Social Security Number
- Date and Place of Birth
- Mother's Maiden Name
- Medical, educational, financial, and/or employment information
- Phone Number
- Home Address
- Driver's License Number

LSCC's Legal Authority to Gain Access to PII. LSCC and the Certified Application Counselors who work for LSCC are authorized to access your PII under to the Affordable Care Act and its implementing rules and regulations published by the Department of Health and Human Services. These regulations are documented in 45 C.F.R. §155.225 and 45 C.F.R. §155.260.

Will LSCC's Certified Application Counselors Collect My PII? LSCC's Certified Application Counselors will collect your PII in order to provide the following services to you:

- Provide information about the full range of QHP options and Insurance Affordability Programs (including Medicaid, CHIP, advanced payment of the premium tax payment, and cost-sharing reductions) for which you are eligible;
- Assist you with applications for coverage in a QHP and Insurance Affordability Programs; and
- Help to facilitate your enrollment in QHPs and Insurance Affordability Programs.



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Prior to collecting any PII, a Certified Application Counselor will obtain your authorization, either verbally over the phone or by having you sign a separate Authorization Form. LSCC must retain a copy of this Authorization Form for our records and to comply with the law. The only PII on the Authorization Form will be your name and signature. ***You may revoke your authorization for LSCC or a Certified Application Counselor to use your PII at any time.***

What is the Purpose of Collecting My PII? While providing the services described above, LSCC's Certified Application Counselors may be sitting with you or assisting you over the phone while entering PII into the Marketplace's secure website. The Marketplace will be collecting, maintaining, and storing your PII to determine your eligibility for health insurance coverage and other programs to lower costs of health insurance, and to display your health insurance options. The Marketplace has privacy and security standards and procedures in place to protect your PII. For information regarding how the Marketplace will use your PII and its privacy and security practices, please see its privacy statement at: <https://www.healthcare.gov/individual-privacy-act-statement/>. You can learn more about how the Marketplace handles your information at: <https://www.healthcare.gov/how-we-use-your-data>.

Will the Certified Application Counselor Share or Disclose My PII? The Certified Application Counselor will not share or retain any PII (other than your Authorization Form) longer than is necessary to complete the services provided to you. However, you may sign an additional authorization form allowing LSCC to retain your PII to perform other services for you, including to see if you qualify for additional state, county, city, or privately funded assistance programs that aren't available through the Marketplace.

Is the Certified Application Counselor Program Voluntary? Yes. You and/or your authorized representative don't have to give the Certified Application Counselor more information than you or your authorized representative chose to provide. The assistance the Certified Application Counselor provides is based only on the information you and/or your authorized representative provides. If the information provided is inaccurate or incomplete, the Certified Application Counselor may not be able to provide all the assistance available for your situation. Please see the Marketplace's privacy notice for more information regarding effects of entering incomplete, inaccurate, or fraudulent information in the Marketplace application: <https://www.healthcare.gov/individual-privacy-act-statement>.

Changes to this Notice. LSCC may change this Privacy Notice at any time. We reserve the right to make the revised or changed Privacy Notice effective with respect to your PII that we already have as well as information we may obtain from you if you seek the assistance of a Certified Application Counselor in the future. We will post a copy of our current Privacy Notice on the LSCC website. The Notice will contain the effective date.

How to File a Complaint. If you believe your privacy rights have been violated, you may file a complaint with LSCC's Privacy Officer by calling (512) 686-0152 ext. 10437 or with the Marketplace helpline by calling (800) 318-2596. You may also file a complaint directly with the federal government via email at assistercomplaints@cms.hhs.gov.