

Humana Washington Privacy Notice

What is the Scope of this Privacy Notice?

The Washington My Health My Data Act (“MHMDA”) gives certain applicable consumers (“Consumers”) the right to know what information (referred to as “Consumer Health Data”) Humana and its affiliated entities (referred to collectively as “Humana,” “we,” “our,” or “us”), collect about them and how and for what purposes we use and share that information.

This Washington Privacy Notice (“Privacy Notice”) provides the information required under the MHMDA and applies to Consumers’ privacy rights relating to certain Humana online activities, including its website (<https://www.humana.com>), and certain offline activities. Note that Humana primarily collects personal health information regulated by the Health Insurance Portability and Accountability Act, the collection of that information is governed under the Humana Health Privacy Notice. Additionally, this Privacy Notice supplements and is incorporated into Humana’s above Privacy Policy.

This Privacy Notice does not apply to Protected Health Information as that term is defined under HIPAA, nor does this Privacy Notice apply to data intermingled with such Protected Health Information.

Information We Collect and Purpose of Collection

We may collect Consumer Health Data from you in a variety of different situations.

Examples of Consumer Health Data

Category	Examples of Consumer Health Data We May Collect	Purpose for Collection
Direct and Personal Identifiers	First and last name, Internet Protocol address (IP), email address and online identifiers.	We use this information to understand how you interact with our site to better improve it, to understand your preferences and interests, and to contact you.
Demographic Information	Gender, race, or other protected classification data.	We may use this information to provide you preliminary information about the Humana services.

Marketing identifiers	Name, email address, and phone number.	We may receive your contact information as part of our marketing strategy from third parties. We use this information to contact you and market our services to you.
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Sources of Consumer Health Data

We collect your Consumer Health Data in the following ways:

Directly From You, when you respond to an online form, sign up to receive emails, text messages, and/or postal mailings.

Through Our Use of Cookies and Other Automatic Data Collection Technologies, when you visit our websites, use our mobile applications, open or click on emails we send you, or interact with advertisements. We may automatically collect certain information using technologies such as cookies, web beacons, clear GIF, pixels, internet tags, web server logs, and other data collection tools.

From Our Third-Party Partners.

How We Use Consumer Health Data

We may use or disclose the Consumer Health Data we collect from you or about you to do one or more of the following:

- To fulfill or meet the purpose for which you provided the information.
- To communicate with you about your interactions, or transactions.
- To contact you and to inform you about products, services, promotions, special offers, and/or events that may interest you.
- To provide, support, personalize, and develop our website, products, and services.
- To process your requests and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your website experience and to deliver content and product and service offerings relevant to your interests.
- To help maintain the safety, security, and integrity of our app or website, products and services, databases and other technology assets, and business.
- For research, analysis, and business development, including to optimize, develop, and improve our website, products, and services.

- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.

How We Disclose Consumer Health Data

Humana may disclose your Consumer Health Data to a third party for a business or commercial purpose, including to our service providers and affiliates.

We may share your Consumer Health Data with the following categories of third parties:

- Service providers
- Affiliates
 - [Click Here for a Listing of Affiliates](#)
- Other third parties.
- Government, regulatory, and law enforcement agencies and officials.

Website and Mobile Collections

We may collect the following categories of Consumer Health Data through your use of our websites and mobile applications.

IP address

We may log the IP address of your computer or other electronic device when you visit our website. An IP address identifies the electronic device used to access the websites, which allows us to maintain communication with the device and personalize content.

Cookies and other data collection technologies

We automatically collect information through your online interactions with us through tracking and collection technologies such as cookies, web beacons and pixels, APIs, web services, scripts, browser analytics tools, and server logs. If you would like to see a detailed list of the cookies we use on our websites, please review our above Privacy Policy.

What are your rights?

If this Privacy Notice is applicable to you, you have certain rights with respect to Humana's use and disclosure of your Consumer Health Data:

- **Right of Access**
You have the right to confirm whether we are collecting, sharing, or selling

Consumer Health Data about you and access such data, including a list of all third parties and affiliates with whom Humana has shared or sold the consumer health data and an active email address or other online mechanism that you may use to contact these third parties.

- **Right to Withdraw Consent**

You have the right to withdraw your consent with regards to our collection and sharing of your Consumer Health Data.

- **Right to Deletion**

You have the right to request that we delete the Consumer Health Data we collect from you.

If you choose to assert any of these rights under applicable law, we will respond within the time period prescribed by applicable law. Please note that you may be located in a jurisdiction where we are not obligated to fulfill a request and that many of the above rights may be generally subject to exceptions and limitations. If we are not able to provide the requested information or make the change you requested, you will be provided with the reasons for such decisions. Depending on where you are located, you may have the right to lodge a complaint with the relevant regulatory authority.

Your request must: (i) provide sufficient information that allows us to reasonably verify that you are the person about whom we collected the Consumer Health Data; and (ii) describe the request with sufficient detail that allows us to properly understand, evaluate, and respond to it. If we cannot verify your identity, we may ask you for additional information to verify your identity.

Right to Appeal

You may also have the right to appeal any decision regarding the above requests. Appeals should be submitted to the same contact information provided below.

Following the denial of an appeal, you may also file a complaint with the Washington Attorney General at:

Consumer Protection:
800 5th Ave, Suite 2000
Seattle, WA 98104-3188

Contact Humana

How do you contact Humana if you have any questions or concerns?

This website is maintained by Humana, 500 W. Main St., Louisville, KY 40202. Questions concerning this website can be directed to the appropriate Humana Customer Care representative listed on the [Customer Support](#) section of this website.

You may also contact us by:

- Emailing us at Privacyoffice@humana.com; or
- Calling us at 1-866-861-2762

Humana
500 W. Main St.
Louisville, KY 40202

Legal information

- [Privacy practices](#)
- [Humana Privacy Policy](#)
- [Disclaimer and licensure](#)
- [Hospital provider notice](#)
- [Special Investigation request to contact](#)
- [Special Investigation request to contact – Spanish](#)
- [Special Investigation referral form](#)
- [Fraud, waste and abuse](#)
- [Accessibility](#)
- [Non-discrimination disclosure](#)
- [Multi-language interpreter support](#)
- [System requirements](#)
- [Marketing practices](#)
- [Protect yourself from healthcare scams](#)