

**Polk County Wisconsin
FUNDRAISING AND PROTECTED HEALTH INFORMATION**

Policy 601.O

Effective Date: August 19, 2003

Current Revision Date:

Policy

Polk County's fundraising activities protect the privacy of Protected Health Information (PHI) and it includes in any fundraising materials it sends to clients a description of how to opt out of receiving further fundraising communications.

Procedures

1. Without an authorization, Polk County may use, or disclose to a business associate or institutionally related foundation, the following protected health information for the purpose of raising funds for its own benefit:
 - a. demographic information related to the client; and
 - b. dates of health care provided to the client.
2. Polk County will obtain an authorization from the client to use or disclose PHI beyond the uses and disclosures stated in 1a. and 1b.
3. Polk County's Notice of Privacy Practices includes a statement that the client's PHI may be used for fundraising activities unless the client informs Polk County that he or she objects to this use.
4. Polk County's fundraising communications include a statement informing the recipient that he or she may opt out of future fundraising communications with a description of how to do so.
5. Any Department of Polk County conducting fundraising maintains a log of all clients and others who have opted out of receiving future fundraising communications.
6. Polk County will make reasonable efforts to ensure that individuals who decide to opt out of receiving future fundraising communications are not sent such communications.

References

- 45 CFR 164.514 (f)(1)
- HIPAA Privacy Manual by Reinhart Boerner Van Duren s.c.

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