



Blue Cross and Blue Shield of Louisiana
HMO Louisiana
Southern National Life

How We Collect, Share and Protect Your Information

Effective Date: July 1, 2001

Revised Date: February 1, 2020

Blue Cross and Blue Shield of Louisiana along with HMO Louisiana, Inc. and Southern National Life Insurance Company, Inc., know that our customers expect us to keep their personal and financial information safe and private.

This notice will tell you about how we get, use, protect and share your personal information. We will share this with you when you become our customer and purchase certain insurance products. If we update this notice in the future, we will share the new version with you.

What do we collect and how do we get it?

We collect your name, address, Social Security number, health and financial information. We get these facts from forms you fill out, phone calls or in person. We may get information from your claims, payment history and other records. We may also get information about you from your agent, companies we own and other companies.

What do we share and whom do we share it with?

We may share your information with companies we own, your agent, and companies or financial institutions that we do business with to serve you. Examples include businesses we have hired to help us with marketing, benefit administration and claims processing. We may share your information after you are no longer our customer. We may also share your information as permitted or required by law.

How do we keep your information safe?

Our employees who need your information to serve you are the only ones who can get to it. We keep physical, electronic and procedural safeguards in place that follow all laws to protect your information.

We share this information with you to meet the Gramm-Leach-Bliley Act. To learn more about our privacy practices and policies, please read the "Notice of Privacy Practices Regarding Medical Information" at www.bcbsla.com.