

Web Site Privacy Statement

At BlueCross BlueShield of Western New York, we know how important your privacy is to you. Whether you are a current customer or just visiting our web site, we are committed to protect the information you provide in the same way that we protect it when you provide it to us over the phone, in person or through the mail.

- We won't sell, rent or share any personally-identifiable information you provide without your consent.
- We won't send you any unsolicited e-mail ("spam").
- No personally-identifiable information collected at this site will ever be used to affect your health insurance coverage by or premiums paid to a BlueCross and BlueShield Company.

Because we value your relationship with us, we have detailed below our privacy objectives for our web site:

Security Practices

We recognize and respect your desire for privacy when it comes to your personal and health care affairs. We attempt to protect online information according to established company security standards and practices, and we continually evaluate new technologies for safeguarding information. We do not collect any information that can reveal your personal identity unless you voluntarily provide it when you register to use interactive features of the site or receive information from us. Any section of this web site that is directed to children or teens will be protected by a screening mechanism to help ensure that parental consent is obtained before we collect or use personal information from children under 13. We do not knowingly collect or use information from children under 13 without the consent of a parent or guardian.

Surveys and Forms

You may have the opportunity to provide information to us through online surveys and forms. Your personally-identifiable information, including your e-mail address, will not be sold, rented, licensed, or otherwise shared with third parties, including our member Blue Cross and Blue Shield Companies, unless you specifically consent to let us do so. The non-personally identifiable information we gather in aggregate form may be used to better understand health care needs and to provide quality products, services and other opportunities. Personal information you voluntarily provide and the non-personally identifiable information we collect in aggregate form will not affect your insurance coverage, eligibility, premiums or claims payment by any Blue Cross and Blue Shield Company.

We want your visit to our web site to be informative and enjoyable. We plan to use any information we obtain from you to help us continually improve the content, functionality and overall usefulness of our web site.

Use of E-Mail

Please use your own best judgment when sending information via the Internet to an e-mail address. E-mail sent via the Internet may pass through private and public networks with varying levels of security. Some networks may have taken steps to secure e-mail transmissions while others have not, thereby compromising the privacy and integrity of an e-mail. An e-mail may be copied, altered or destroyed.

If you have personal or confidential information to relay to our company, please call the appropriate member service phone number that you will find in our [Contact Us](#) section.

Use of Internet Cookies

When you visit our site, we may place a cookie on your computer that will allow us to customize and enhance your experience at this web site, make improvements to our site, or to report site activity. Our cookies will never be used to track your activity on any third party web sites or to send spam, nor will our cookies provide us with any personally identifiable information about you.

Confidentiality

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If you do provide personal information, such as an e-mail, telephone or fax number, or other identifying information, we do not plan to disclose it without your consent. We will plan to maintain this information, as well as any other transactions, according to our usual security and confidentiality standards.

Sites We Link To

If you choose to use any of the links we provide to our member companies, sponsors, and other third party resources, you will be leaving our web site and going to a new web site. Protection of your privacy at those other sites will be governed by the privacy policy at that site. We've taken special care selecting the companies that we link to to try to ensure that they respect your privacy as we do, but please take the time to read the privacy policies at their sites.

Updates to the Statement

Evolving technology will continue to provide us with new and better ways to collect and use information so that we may better serve your health coverage needs. We may revise or update this Privacy Statement in the future to reflect these technological advances, and we encourage you to return to this page from time to time for any updates