

Bethany Life Communities	Date Written: 2-24-2003	Date Revised: 5-1-2009
<i>Marketing and Fundraising (HIPAA Privacy)</i>	Page 1 of 1	

Policy Statement

No marketing or fundraising solicitation data will be sent to residents without a written authorization to receive such communications.

Policy Interpretation and Implementation

1. For the purposes of this policy, marketing is defined as any communication about a product or service that encourages the resident to purchase or use the product or service.
2. Residents will be informed during the admission process of Bethany Life Communities' marketing and/or fundraising solicitation events. During such process, the resident will be informed of her/his right not to receive such data. A signed authorization will be required to receive such solicitations.
3. A resident receiving marketing or fundraising solicitations may opt not to receive further communications by informing the Foundation Director or Foundation Coordinator to remove her/him from the mailing/distribution list.
4. Residents will be informed of any marketing or fundraising events in which Bethany Life Communities receives remuneration for products or services purchased by its residents or team members.
5. Bethany Life Communities will not sell or release a list of residents or other protected health information to any vendor or non-governmental agency without written consent from the resident(s).
6. Inquiries concerning marketing and fundraising should be directed to the Foundation Director or the CEO/President.