

University of Colorado Health Sciences Center
HIPAA Policy

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I. Purpose, Reference, and Responsibility

A. Purpose

The purpose of this policy is to identify the circumstances whereby the UCHSC is authorized to contact patients or their representatives for the purpose of raising funds.

B. Reference

45 C.F.R. § 164.514(f).

C. Responsibility

It is the responsibility of anyone in the UCHSC who raises money or assists others with fundraising efforts of the University follow this policy when using PHI.

II. Applicability and Definitions

A. Applicability

The UCHSC may not use or disclose PHI for the purpose of raising funds without an authorization meeting the requirements of UCHSC HIPAA [Policy 3.1](#) or as otherwise provided by this policy.

B. Definitions

Authorization
Business Associate
Demographic Information
Institutionally-Related Foundation
Notice of Privacy Practices
Protected Health Information (PHI)

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III. Policy

A. General

The UCHSC may not use or disclose PHI for fundraising purposes unless:

1. The individual whose PHI will be used or disclosed has signed a valid authorization as provided in UCHSC HIPAA [Policy 3.1](#);
2. No authorization has been signed, but:
 - a. the only information to be used or disclosed is:
 - i) demographic information relating to the individual;
and
 - ii) dates of health care provided to the individual;
 - b. the UCHSC will only use the information for the purpose of raising funds for its own benefit or will only disclose the information to a business associate or to an institutionally-related foundation for the purpose of raising funds for the UCHSC's benefit;
 - c. a separate statement is included in the UCHSC's Notice of Privacy Practices which states that the UCHSC may contact the individual to raise funds for the UCHSC; and
 - d. any fundraising materials sent to the individual includes a description of how the individual may opt out of receiving any further fundraising communications and, if the opt out option is selected, the UCHSC must make reasonable efforts to ensure that the individual is not sent any future fundraising communications.