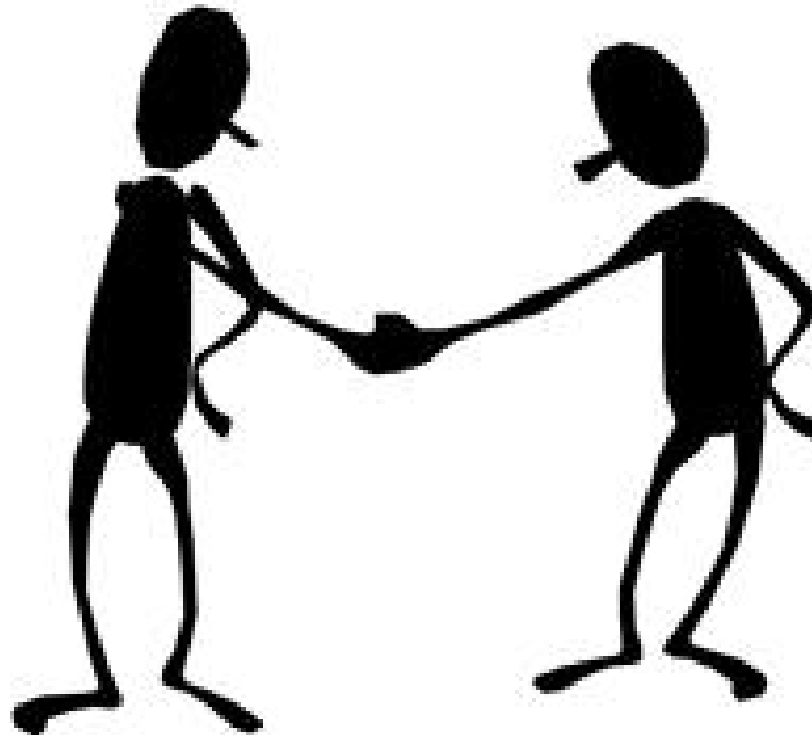


Privacy Practices for EnhanceFitness Instructors

EnhanceFitness Annual Conference

June 18, 2014

Introduction



Does this really apply to me?



Don't underestimate the threat



Protected Information

- Address
- Telephone Number
- Date of birth
- Any personal medical information
- Social security number (including just the last 4 digits)
- Any personal or private information that can uniquely identify the individual

Protected Information

- Photos or video
- Educational records
- Financial transactions
- Employment history

This is not an exhaustive list. Any information that can be used to identify an individual should be protected using the following practices.

Transporting & Safeguarding

- When you hand carry, use a cover sheet.
- When you mail:
 - Use white or manila envelopes.
 - Mark the envelope to the attention of the authorized recipient.
 - Never indicate on the outside of the envelope that it contains personal information.

Transporting & Safeguarding

- When you use email:
 - Password-protect data placed on shared drives, the internet, or the intranet.
 - Use encrypted email.
 - Do NOT send to a personal, home, or unencrypted email address.
 - Announce in the opening line of the text (NOT the subject line) that 'for office use only' – FOUO – information is contained below.

Disposal

- A disposal method is adequate when it renders the information beyond reconstruction, such as:
 - Burning
 - Melting
 - Chemically decomposing
 - Pulping, pulverizing
 - Shredding, mutilating
 - Degaussing (erasing from a magnetic field or disc)
 - Deleting, then emptying the recycle bin

Roles & Responsibilities

- Take privacy protection seriously.
- Respect the privacy of others.
- Ensure messages, faxes & emails that contain personal information are properly marked, and email is encrypted.
- Don't share personal information with individuals who aren't authorized.
- Don't use video or photos of participants without a signed consent form.
- Have appropriate transfer, storage and disposal methods in place.

Roles & Responsibilities

- Don't email personal information to home, personal, or unencrypted accounts.
- Store completed forms in a locked, secure cabinet when not in use.
- Enter data into a secure, password protected database.

Thank you!

- See? I told you we'd be brief!
- Slightly overwhelmed? There's a handout on these policies in your conference packet for future reference.