



MEMORANDUM

TO: Navigators, In Person Assistors, Marketplace Facilitated Enrollers and
Certified Application Counselors

FROM: NY State of Health Marketplace

RE: Privacy and Security Guidance

DATE: November 19, 2014

Navigators and In-Person Assistors, Marketplace Facilitated Enrollers and Certified Application Counselors must protect the privacy and security of their clients' Personally Identifiable Information and Protected Health Information (PII and PHI) in accordance with their individual agreements and applicable law. (IPAs and Navigators, Marketplace Facilitated Enrollers and Certified Application Counselors are collectively referred to herein as "Assistor(s)").

All Assistors have received training on the HIPAA Privacy Rule and Security Rule. The Security Rule requires safeguards to protect the confidentiality of PII and PHI. Assistor safeguards must include the following best practices:

"Up-Loading" Documents

While assisting a consumer with the application process through the Marketplace website, an Assistor may upload verification documents provided by the consumer to the consumer's Marketplace account (i.e. paystub, income change letter, copy of passport). Before an Assistor uploads a consumer document, he or she must take deliberate steps to verify that each document matches the consumer account to which it is being uploaded.

Assistors must complete the checklist on the attached page before linking a document to a consumer account, to confirm that each document belongs to the consumer and is uploaded to the correct account.

Faxing Documents

When an Assistor faxes verification documents provided by a consumer to the Marketplace, the Assistor should send a separate fax for each consumer account. In addition, the Assistor should (i) clearly label the fax with the Marketplace account number, and (ii) number the pages (1 of 5, 2 of 5, etc).

Document Linking Checklist

Answer the following questions before linking each document to a consumer's account.

Linking - Questions	Yes	No	N/A
Does the name on the document, match the name of a consumer listed in the account you are linking to?			
Is there an address listed on the document?			
If there is an address listed on the document, does it match the address of the consumer account you are linking to?			
Is there an SSN on the document?			
If there is a SSN on the document, do the last four digits match the last four digits of the SSN of a consumer listed in the account you are linking to?			
Is there a DOB on the document?			
If there is a DOB on the document, does it match the DOB of a consumer listed in the account you are linking to?			
After reviewing the questions above, are you linking this document to the correct account?			