

Last Updated: **October 19, 2021**

KPI Ninja Privacy Policy

We (KPI Ninja, Inc.) are a health care information technology company serving health care providers so that health care providers can better understand your health care journey. This Privacy Policy is designed to inform you about how KPI Ninja handles and uses information. It may be updated from time to time, so please review it regularly. The then-current Privacy Policy will apply at the time of your visit to our website (“Website”) or at the time of use of our aggregation services (“Services”). KPI Ninja is located in the United States, and that is where all information we process is located at all times. For purposes of domestic and international data privacy law including the EU’s GDPR, we are a data processor, and we do not collect or store any PII or PHI except as set forth in this Agreement.

Visitors to the Website

If you are visiting our Website, we may collect certain information about you, such as your IP address, information about your browser and device, and the clickstream of your visit (what you click on, etc.). This information is collected passively, and we do not use it except to improve the Website. If you choose to give us your contact information, we will use it to contact you and will store it until our legitimate business purpose in having it has ended (or until you ask us to delete it). At no time do we sell any personal information to any third party, but we may share your information with our partners and affiliates if we believe their services may be appropriate for your needs.

About Patients

The majority of information we handled relates to the medical care of patients. We understand the elevated sensitivity of such data and are deeply committed to your privacy and honoring your legal rights. We use, process, and store such information only as set out below.

What Information We Process

In our business, KPI Ninja processes Protected Health Information (PHI) from healthcare institutions in order to measure and improve the quality of clinical care. Your healthcare provider (“HCP”) will first get your consent to handle your PHI, and we will handle it on the backend. We will then interface with information your insurance provider has collected about your medical history as made available in your Electronic Health Records (“EHR”) that are required by law. We then combine that information with your HCP’s information so that your HCP can better understand your overall care journey and can provide better care.

We fully comply at all times with the Health Insurance Portability and Accountability Act (HIPAA) in handling your data. Through the Business Associate Agreement signed between us, your HCP controls what information is shared with us and what we do with it. We will never use your PHI except to provide our service to the HCP. We do not sell your PHI under any circumstances. Please contact your HCP if you have any questions about their data collection, retention, or sharing policies or terms or if you have questions or concerns about what data they may be sharing with us.

How we Use your Information

As noted above, we do not use your PHI for any reason other than to provide the Services to HCPs. We do not sell the information, and we will never use it to contact you directly. We may, however, disassociate the data from you by anonymizing it (removing information that would identify you as the patient but by leaving the rest of the information intact) so that we can aggregate the information across a group of patients to better guide health care decisions. This data will not identify you as a patient in the group, but may include information about the outcomes of treatments. This “Aggregated Information” may be provided to the HCPs or other related service providers (most often researchers in the field), for their own research purposes.

How We Protect Personal Information

KPI Ninja takes the security of your information very seriously. As noted above, all information that we process is hosted only on the most secure cloud resources available. We encrypt all data flows both in transit and at rest, and we have a variety of technical safeguards that help to prevent unauthorized access to our programs.

Further, we conduct periodic security testing and other administrative processes designed to detect, correct, and prevent unauthorized disclosures.

However, it is important to remember that the internet is not always secure. Bad actors may be able to devise methods to gain access to information that are unforeseeable. In that exceedingly unlikely event, we will follow all HIPAA-mandated notification standards and will cooperate fully with all investigations into the vulnerabilities that were exploited.

Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us by emailing privacy@kpininja.com, or by calling 402-613-6753. You are also entitled to request from your HCP a copy of the BAA signed between us and your HCP, which may give additional insight into the full nature of our data processing capabilities and duties.