



BlueCross BlueShield of Illinois

Important Information about This Newsletter

The *BlueVISION* newsletter is designed to keep employers updated on products, website enhancements and tools, as well as legislative updates, health and wellness topics, and corporate news from Blue Cross and Blue Shield of Illinois (BCBSIL). We have made reasonable efforts to present accurate information in this newsletter; however, it is possible that some information found in this newsletter may be out of date.

Any medical and health-related information presented in this newsletter is general in nature. BCBSIL does not furnish or render professional health care services or medical care. Therefore, the information presented is not a substitute for professional medical advice, diagnosis or treatment, nor is it intended to provide a specific diagnosis or treatment for a specific ailment. The information is made available for educational and informational purposes only and does not constitute the practice of medicine and/or should not be considered as a substitute for consultation with a personal health care advisor or physician.

Third-Party Websites or Resources

BlueVISION contains links to other websites and/or resources hosted by independent third parties. At times, BCBSIL works with such third parties to create the content on these websites; at other times, a link to these websites is provided solely as a resource or convenience for our users. Since these third-party websites are not hosted or maintained by BCBSIL, we do not make any guarantees or warranties as to the validity or accuracy of the information posted on these websites, or for any products or services that may be available on these websites. As a result, you agree that BCBSIL has no liability for any damages you may incur as a result of your use of or the information you receive from or submit to these third-party websites.

The use of these third-party websites may subject the user to separate binding agreements, including terms of use and privacy statements, which can be found on the third-party website if applicable. Be sure to read these additional agreements and statements and have a working understanding of the terms.

Information We Collect and How We Use It

In an effort to provide programs and services that target our employer groups' needs, and report on user activity, we may collect electronic data about your use of and access to BCBSIL newsletters. This electronic data may be used for BCBSIL business purposes, including internal data analytics and reporting, but only as permitted by law. The tools we use are listed below.

Cookies and tags are used within the newsletter to gather information about how individuals use and navigate to BCBSIL websites or other sites sponsored by BCBSIL. Neither cookies nor tags can extract any personal information about you, nor can they read any data that resides on your personal computer or device. The data collected from these sources are used to recognize

*A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association.*

repeat users and track usage patterns. Specifically, we use “cookies,” which are small pieces of information sent by a Web server and stored by a user’s Web browser. Cookies allow the Web server to maintain an active “session” with an individual user and track what users are accessing on the site. A tag facilitates data collection of event activity that allows us to monitor effectiveness of our website and to better tailor it to users’ needs.

The following are examples of how we use the information collected from these cookies and tags:

- ▶ Tracking resources and data accessed in the newsletter
- ▶ Tracking usage and behaviors in order to customize messaging
- ▶ Recording general newsletter statistics and activity
- ▶ Troubleshooting problems
- ▶ Tracking what tools users are accessing on BCBSIL-sponsored websites

In addition, we may use a third-party vendor to determine if you open and use any information that we email you. Our Web and marketing services may also solicit your feedback through online surveys using a third-party vendor. Responding to these surveys is optional.

Feedback and Comments

Any questions related to newsletter topics, our services or changes to your contact information should be directed to your BCBSIL representative. You may also [contact BCBSIL](#) by mail or phone. Should you email your representative, we may maintain the content of your email, your email address and our response so that we can respond to questions you might have.

Please use good judgment when sending personal information via the Internet to an email address as these emails pass through private and public networks. Since networks have varying levels of security, the privacy and integrity of the email could be affected.

© Copyright 2013 Health Care Service Corporation. All Rights Reserved.

Blue Cross, Blue Shield and the Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.