

# DATA SECURITY AND PRIVACY

## WHAT HEALTHCARE ORGANIZATIONS NEED TO KNOW

### **TRANSPARENCY AND TRUST**

Alida has always championed transparency as critical to deepening customer engagement, building customer trust, and securing loyalty. This document provides a brief overview of how that commitment is operationalized in our data privacy and security capabilities.

### **WHY LEADING HEALTHCARE BRANDS TRUST ALIDA:**

Security starts with a commitment to establishing best practices within our corporate culture. Alida's dedicated security and privacy team is responsible for establishing our policies, standards, and processes as well as ensuring compliance with them throughout the business. The team works with our Executive and Senior Management to identify and manage risks in a programmatic, well documented manner.

Our many customers within the healthcare industry rely on us because of our dedication to their data security and privacy needs and the controls we have in place to support them including:

- Two HIPAA-ready PODs located in the US and the EU
- SOC2 Type 2 audit covering all five Trust Principles
- Security and privacy practices and policies, including explicit guidelines for PHI
- Use of HIPAA-compliant vendors
- Annual, auditable HIPAA training for all employees

### **THE ALIDA SPARQ PLATFORM:**

Alida Sparq is delivered as a cloud-based, multi-tenant, Software as a Service (SaaS) application accessed by members via a web browser. No software or add-ons are installed on any computers.

"At the core of our products and services is a foundational commitment to the protection of the data we are entrusted with. Data privacy and security is integral to the way we operate and the platform we provide."

— Sweeney Williams  
Vice President of Security,  
Privacy & Compliance and Privacy Officer  
at Alida

### **SECURE AND COMPLAINT**

In addition to the healthcare-specific data security and privacy controls already outlined, all of our customers rely on Alida because our platform utilizes:

- Layered firewalls, anti-virus and continuous monitoring
- All connections to our platform are encrypted and all data storage is encrypted
- Regular security testing and software updates to protect against vulnerabilities
- Dual authentication and specialized servers control access to the servers that power our platform
- Multiple daily backups and redundant architecture to enable rapid recovery
- A dedicated security team and ongoing operational monitoring by our cloud engineering team

Equally important, all Alida customer can be assured that we take data privacy regulations seriously and to that end our technology and processes are:

- GDPR ready
- CCPA ready

## NO CUSTOMER DATA IS EVER SHARED OR DISTRIBUTED

As part of your customer agreement with Alida, you contractually own the data you collect - you are the data controller, and Alida is your data processor. We treat all customer data as highly confidential.

## BUILT ON CONSENT

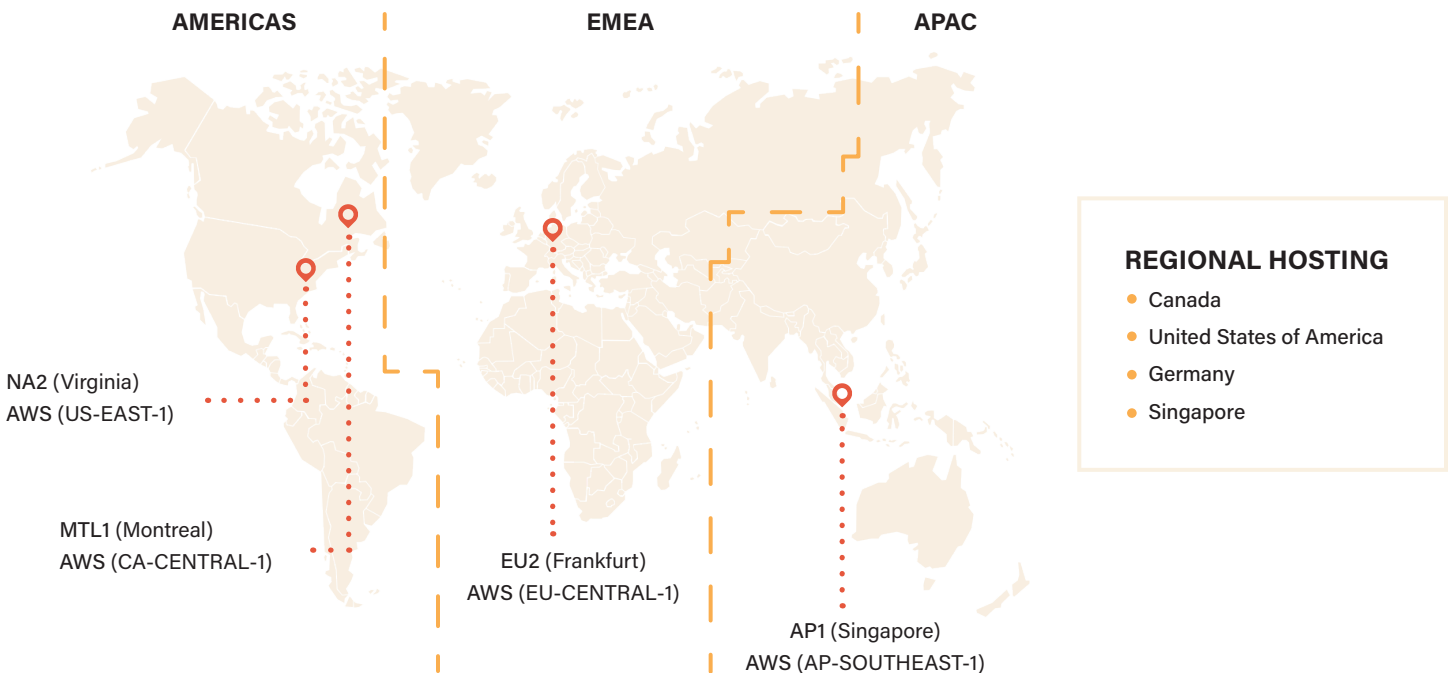
Alida believes that authentic and transparent customer engagement is critical to uncovering rapid, reliable customer validated feedback. Foundational to that belief is our double opt-in approach. Every member of your community provides their freely given, specific, informed and unambiguous consent to join the community. Our platform provides the mechanism to secure that explicit consent from your members. Through the platform you can recruit, validate and verify with your members that they have knowingly opted-in and consented to share data.

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## DATA AT REST. DATA IN TRANSIT

Data is encrypted at rest and then backed up on an ongoing basis. The backup data is also encrypted. All connections to the portal are encrypted using TLS 1.2 or better, ensuring that data is secure when sent over public networks.

As a cloud-based application accessed via a web browser no software installation or integration is required. It is a multi-tenant platform using the same software and infrastructure to service many customers. Our production (customer) networks are logically and physically separated from our corporate, development and QA networks. Access to the application is protected via username and password, with support for strong and complex passwords.



An up to date, detailed description of each hosting location can be found at <https://www.alida.com/trust/legal/>