

Evive Security & Data Privacy for The Texas A&M University System

Who is Evive?

Evive was established in 2007 with the goal of changing how people use benefits. Evive uses principles of predictive analytics and behavioral economics to motivate intelligent decision-making and obtain demonstrable outcomes across the spectrum of health and work/life. Evive works primarily with Fortune 1000 companies who offer self-insured health plans. All of our clients are invested in helping their members maximize the full potential of their benefits.

Please see www.goevive.com for more information.

What programs does Evive offer The Texas A&M University System and how do they work?

Evive is currently providing the following for The Texas A&M University System:

MyEvive

The MyEvive platform (available via web portal and mobile app) is a tool which brings The Texas A&M University System benefits ecosystem together in one space. Single sign-on functionality allows one-click access to benefits.

Additionally, MyEvive takes in relevant data about a user, then analyzes and prioritizes that data to generate a list of personalized recommendations for them. These recommendations are then shown to the user as a “Callout” and/or represented in their personalized checklist. When users click the Callout, a new MyEvive page opens which displays information as to how to complete the suggested action or how to connect them to timely and relevant resources.

Health Assessment

The MyEvive Health Assessment uses 17 lifestyle-based questions to gather information about the user. The responses to these questions are utilized to generate a personalized checklist for the employee. The checklist items are intended to provide the user with suggestions and activities to promote better health and wellbeing through the year. Completion of these items can boost adherence to preventive and chronic healthcare recommendations, inspire better financial readiness, and improve ongoing awareness of existing The Texas A&M University System benefits.

Am I required to take the Health Assessment through MyEvive?

No, taking the MyEvive Health Assessment is optional. However, employees who both complete the MyEvive Health Assessment and an Annual Wellness Exam are eligible to receive a \$30 per month premium credit.

Note: Employees do have the option of taking the Blue Cross Blue Shield of Texas (BCBSTX) Well on Target Health Assessment as an alternative to the MyEvive Health Assessment. The

BCBSTX Health Assessment is over 70 questions and will require that you provide more information and data in your responses (e.g. cholesterol level, blood pressure, BMI etc.).

What data does Evive need to provide the services?

Evive utilizes eligibility, medical, and prescription claims data to power the MyEvive platform of personalized messages. Additional sources of data (e.g. dental, FSA, etc.) may also be utilized depending on the benefits available.

Does Evive share any information with The Texas A&M University System?

Evive does not share any employee-specific information with The Texas A&M University System. All information is kept confidential as required by HIPAA (the Health Insurance Portability and Accountability Act). As such, Evive is not permitted to share any Protected Health Information (PHI) with your employer.

Evive does provide monthly and quarterly reporting to The Texas A&M University System showing overall use of the tools and results (e.g. # of employees clicking on a callout, # of employees taking a specific action), but the information is provided in aggregate (i.e. total counts, without any employee-specific information) without any Personally Identifiable Information (PII) or PHI. Additionally, the aggregate information is provided only if the overall volume is high enough to ensure there is no risk The Texas A&M University System could otherwise identify the member(s) impacted.

As a business associate of The Texas A&M University System's group health plan, Evive is permitted to perform health care operations (e.g., population health management activities) on behalf of The Texas A&M University System's group health plan. The information may help the group health plan analyze the success of the population health management activities that it has implemented.

Does Evive share my information with any third parties?

No, Evive does not share information with any other third parties.

Does Evive ever sell my information?

No, Evive does not and will not sell information to any other parties.

What steps does Evive take to protect my privacy and ensure my information is secure?

Evive continually evaluates security and data privacy tools and policies to ensure all of your information is kept safe. Evive has implemented data security and privacy risk governance and risk control framework and controls, including the following:

- Strong cyber security and privacy compliance governance from Board of Directors, CEO, and CSO
- Sensitive PII and PHI data environment segregation and micro-segmentation
- Two-factor authentication
- Data classification
- Purposeful data collection, use, retention, and disposal
- Limited data collection

- Data collection by lawful and fair means
- Data breach notification and disclosure procedures
- Purposeful data anonymization and aggregation to reduce risk of breach
- Strong cryptography throughout data inception, processing, communication, and storage
- Data loss prevention controls throughout the journeys of personal data
- Comprehensive accounting of data processing activities and capabilities to analyze risks
- Continuous and iterative risk assessment, optimization, and measurement
- Secure federated single sign-on (SSO)
- Role-based and mandatory access control
- Host- and network-based intrusion detection systems (IDS)
- Web application firewalls (WAF)
- Security information and event management (SIEM)
- Virus/malware detection
- Data loss prevention (DLP)
- Penetration testing
- Vulnerability scanning
- Adherence to Health Insurance Portability & Accountability Act (HIPAA) guidelines
- Completion of the HITRUST CSF audit, which is the Healthcare industry's most coveted data security and privacy certification audit.

In summary, the identity protection and subsequent personal and medical data safeguarding measures meet and/or exceed the industry standard.