

## HIPAA & Social Media Reference Guide

Protecting our patients' personal information is essential for patient care and is integral to UCLA Health's mission.

What Information Do We Need to Protect?

Any information that helps identify a person, including:

- Patient Name
- Demographics (date of birth, address, phone number, email)

And personal information that is clinical or financial, including:

- Unit the patient is located in
- Name of patient's physician
- Diagnoses
- Dates or time of care
- Test results
- Patient's insurance information
- Patient's credit card information
- Patient's social security number

You should never disclose any patient's personal information, especially if it is not necessary for your role as a care extender volunteer.

You should never post about your volunteer work on your personal social media accounts.

- Do not post information, photos, or stories about patients, even if you do not include the patients by name
- Do not post about celebrity patients
- Do not confirm information about a patient reported in the media, even if your account is private

Impermissible access, use or disclosure of patient information in violation of UCLA Health policies can result in disciplinary action, including:

- Termination from the Care Extender Program
- Referral to your Dean of Students or Undergraduate Office of Student Conduct for discipline
- Investigation by state and/or federal regulators

The Office for Civil rights and the California Department of Public Health investigate patient privacy violations and can impose fines and penalties:

- Individuals may face criminal penalties ranging from \$50,000 to \$250,000 and up to 10 years in prison
- Individuals may face monetary penalties under state law ranging from \$2,500 to \$250,000 for using, obtaining, or disclosing PHI in a manner that violates state law
- Institutions may face civil monetary penalties and be subject to corrective action for failing to comply with federal and state privacy and information security laws