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SIADS503  
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SIADS503 - Assignment 1

**Course Concept: The 5 C's (Clarity, Control and Transparency)**

To the Chief Technology Officer at Blue Shield of California Health Insurance,

I am a healthcare group provider who is reaching out to bring attention and suggest a recommendation toward addressing a privacy issue from your COVID-19 vaccination plan, in order to prevent our members' private data from being utilised unethically.

You mention in your statewide vaccination plan how your company is developing an algorithm on where COVID-19 vaccines will be allocated, and in order to do that, you will be using our information from the time we sign up for the vaccination to the time we get vaccinated. While I admire how committed you are to increase health equity in the vaccine distribution process by constantly monitoring patient data by looking at their geolocation's sociodemographics and COVID-19 case rates, I am hesitant about how taking more of our members' personal information, in addition to the vaccine records, will play a role in improving your algorithm, and want to understand what your developers are going to use the large amount of vaccination records for. The ways you calculate how many vaccines each county receives is vague, and I was hoping you could help to clarify what personal information from patients, such as their address, would be used as factors for identifying the prioritized regions for vaccines. By doing so, this would help our members be aware of how sharing this additional information would help with a fairer vaccine distribution.

It would also be helpful if you could also share information from the health experts that you consult with and the third-party vendor you partner with for setting up vaccine appointments on how the additional patient information is necessary for helping your team pinpoint insights to create a more effective scientific-and-data-driven vaccine distribution while also protecting people's privacy. Prior to signing up for a vaccination, your company needs to get our members' consent on using their data, such as with a terms of agreement form that each individual must agree to, and let them know where their data will go to with expertise-backed reasoning, as well as how you plan to protect their private information, especially in possible risks like a data breach.

I appreciate your time in reading this letter and would like to thank you for your consideration.

Sources:

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