

Data Privacy and Protection Policy Guide

Who We Are

Stannp.com is a direct mail platform that processes personal data as a Service Provider on behalf of our clients in compliance with applicable US privacy laws including the California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), and the Health Insurance Portability and Accountability Act (HIPAA) where applicable.

Core Data Protection Principles

We process all personal information with transparency, purpose limitation, data minimization, accuracy, storage limitation, and security. For healthcare clients, we maintain HIPAA-compliant safeguards to protect Protected Health Information (PHI).

What We Do with Data

We process personal information to deliver direct mail and communication services for our clients. Our clients upload their marketing and direct mail communications, and we process this information for printing and mailing. For healthcare providers, we process PHI strictly in accordance with HIPAA requirements and Business Associate Agreements.

Data Control & Retention

Clients retain full control of their data with the ability to manage and delete it at any time, subject to applicable legal retention requirements. Data is segregated through unique user identifiers and multi-tenancy architecture. We retain personal information only as long as necessary for the purposes for which it was collected, as instructed by our clients, or as required by law. Healthcare records are retained in compliance with HIPAA requirements (minimum 6 years from creation or last use). Regular reviews ensure secure deletion or anonymization when data is no longer required.

Security Measures

We implement appropriate technical and organizational measures to protect personal information against unauthorized access, loss, alteration, or destruction, including 256-bit AES encryption, TLS 1.2/1.3 encryption for data in transit, regular security audits, penetration testing, and strict access controls with mandatory multi-factor authentication. For HIPAA-covered data, we maintain administrative, physical, and technical safeguards as required by the Security Rule. In the event of a data breach affecting personal information, we comply with applicable state breach notification laws and HIPAA breach notification requirements.

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The Communications Platform

Data Control & Retention

Customers retain full control of their data with the ability to delete at any time, subject to applicable legal retention requirements. Data is segregated through unique user identifiers and multi-tenancy architecture. We retain personal information only as long as necessary for the purposes for which it was collected, as instructed by our clients, or as required by law. Healthcare records are retained in compliance with HIPAA requirements (minimum 6 years from creation or last use). Regular reviews ensure secure deletion or anonymization when data is no longer required.

Data Transfers and Storage

Personal information is processed and stored on secure cloud-based infrastructure hosted on Microsoft Azure with comprehensive security controls and encryption. Data is stored in accordance with client requirements and applicable regulations. For healthcare clients, we ensure PHI remains within HIPAA-compliant environments with appropriate safeguards.

Accountability

We maintain detailed records of all processing activities and conduct regular privacy impact assessments. Our Compliance team oversees privacy program implementation, conducts regular audits, and ensures ongoing compliance with applicable federal and state privacy laws. For healthcare clients, we execute Business Associate Agreements and maintain HIPAA compliance documentation including security risk assessments and breach response procedures.

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www.stannp.com



 **Stannp Inc.**
250 Fillmore Street Suite
150 Denver 80206

 www.stannp.com
 1-888-321-2148