

Data Retention Policy

Despite not being a requirement within HIPAA, Marketware, Inc. understand and appreciates the importance of health data retention. Acting as a subcontractor, and at times a business associate, Marketware, Inc. is not directly responsible for health and medical records retention as set forth by each state. Despite this, Marketware, Inc. has created and implemented the following policy to make it easier for Marketware, Inc. Customers to support data retention laws.

State Medical Record Laws

- [Listing of state requirements for medical record retention](#)

Data Retention Policy

- Current Marketware, Inc. Customers have data stored by Marketware, Inc. as a part of the Marketware, Inc. Service.
- Once a Customer ceases to be a Customer, as defined below, the following steps are
- Customer is sent a notice via email of change of standing, and given the option to reinstate account. If no response to notice in #1 above within 14 days, or if Customer responds they do not want to reinstate account, Customer's service is cancelled and service is revoked. Customer has the ability to pay Marketware, Inc. to export their data and send securely back to them within 30 days of cancellation. If Customer doesn't opt in for this service, the data is destroyed completely. AWS uses the techniques detailed in DoD 5220.22-M ("National Industrial Security Program Operating Manual") or NIST 800-88("Guidelines for Media Sanitization") to destroy data as part of the decommissioning process.
- If Customer does not respond to notices from Marketware, Inc. within 30 days, Marketware, Inc. removes data from Marketware, Inc. systems and Customer is sent notice of removal of data.