



Oklahoma State University

Title: Standard of Notification to the Media	Policy #: BRE-03.00
Category: HIPAA Compliance	Authority: 45 CFR HIPAA SECTION: § 164.406(a)
Standard: Notification in the Case of Breach of Unsecured Protected Health Information	Responsibility: Health Care Components
Effective Date: 3/26/2013	Page 1 of 1
Approved By: OSU Legal Counsel	Revised: 6/1/2013

PURPOSE:

To establish how OSU will notify the Media in the event of a Breach, and the timeframe thereof.

POLICY:

For a breach of unsecured PHI involving more than 500 residents of a State or jurisdiction, OSU shall, following the discovery of the breach, notify prominent media outlets serving the State or jurisdiction.
§164.406(a)

Timeliness of Notification. Except for instances where Law Enforcement may be involved, OSU shall provide the notification that is required without unreasonable delay and in no case later than 60 calendar days after discovery of a breach. *§164.406(b)*

Content of Notification. The notification required shall meet the standards addressed in policy BRE-02.02.
§164.408(c)

PROCEDURE:

1. For breaches where OSU must notify the media, Communications/Marketing Department(s) or other designee(s) shall have the responsibility of notifying the appropriate media outlets.
2. All proper methods that have been established in OSU's breach policies and procedures shall be followed