

Privacy Policy – Philips Sonicare Cordless Power Flosser Coupon Redemption Portal

Last updated: September 3, 2024

This Privacy Policy (“Policy”) describes how and why RR Donnelley & Sons Company (“RRD”), at the direction of Blue Cross Blue Shield of Massachusetts (“BCBS”), collects personal information on this website. This Policy may be updated from time to time. This Policy applies to data collected on this page in order to fulfill the shipment of your Philips Sonicare Cordless Power Flosser (“Power Flosser”).

This Policy will inform you of the following:

- What personal information is collected
- Why the personal information is collected
- How the personal information is used
- What choices are available regarding the use of your personal information
- The security measures in place to protect your personal information

What Information is Being Collected?

It is your choice to provide the personal information requested on this page. You will be asked to provide your **name, address, email, and phone number** to: (1) process the redemption of a Power Flosser coupon provided to you by BCBS, and (2) process the shipping of the Power Flosser to the address of your choice.

Why is this Information Collected?

This information is collected to: (1) fulfill your coupon redemption for a free Power Flosser, (2) to send the Power Flosser to an address of your choice, and (3) to fulfill a request from BCBS, to Philips North America LLC (“Philips”), to provide you with a free Power Flosser.

How is the information used?

The information will only be used to fulfill the shipment of your free Power Flosser. No personal information will be sold. This personal information will only be stored for as long as it takes to process the shipment of your free Power Flosser. Your information will not be disclosed to anyone other than RRD for the purpose of shipping your Power Flosser and redeeming the Power Flosser coupon.

What choices are available regarding the use of your data?

If you have entered your data into this webpage, and redeemed your Power Flosser Coupon, you may request updates to your data, access to your data, or deletion of your data by contacting RRD at dataprivacy@rrd.com or by calling **1-877-RRD-4411** or by visiting [US Privacy Policy, Data Use, Security, and Compliance | RRD](#). Be advised that your personal information will only be stored for as long as it takes to process the shipment of your free Power Flosser.

If you have not yet entered your personal data into this webpage, but you have questions about the use of your data as it relates to the redemption of a Power Flosser coupon, you may contact BCBS at privacy@bcbsma.com or by calling **1-800-262-2583**, or visiting [Privacy and Security | Blue Cross Blue Shield of Massachusetts \(bluecrossma.org\)](#).

RRD is contracted through BCBS and Philips to send you your power flosser. If you have technical issues regarding your Power Flosser, it is your choice to use Philips’ contact information on the provided Power Flosser packaging for technical questions regarding your flosser.

Security Measures

Your non-sensitive personal information is being collected via a secure website. Only employees who need to perform a specific job function (e.g., shipping) may have access to your information. Computers and servers that store personal information are kept in secure environments.

Minor Children

This website is not directed to and does not knowingly collect personal information from Children under the age of eighteen (18). If it is determined that such information has been collected, immediate steps will be taken to ensure the information is deleted.

Unsubscribe or Opt-out

You should not receive any communications from this webpage other than confirmation of the shipment of your Power Flosser. If, for any reason, you believe you are receiving communications related to providing your data on this webpage, you may contact RRD at dataprivacy@rrd.com or by calling **1-877-RRD-4411**.

Local-specific privacy information

For **California** residents, the source of the personal information is from your choice to input your data to redeem your Power Flosser coupon; the type of data, the reasons for which the data is collected, and the length of time for which the data is retained are all listed above. Your information will not be ‘sold’ nor ‘shared’, as those terms are defined by California law. Persons with disabilities have the right to request this notice in alternative format by contacting RRD at dataprivacy@rrd.com or by calling **1-877-RRD-4411**. If you would like to exercise any applicable consumer privacy rights under California law (e.g., right to know, right to correction, right to portability, right to deletion, right to opt-out, right to non-discrimination) you may contact RRD at dataprivacy@rrd.com or by calling **1-877-RRD-4411**.

Acceptance of Terms

By using this website, you hereby accept the terms of this Policy. If you are not in agreement with these terms, then you should refrain from using this website.