



## Utah 211 Data Use Policy

Utah 211 connects clients to health, government, and human resources they need throughout the state.

These information and referral services are provided at no cost via phone, text, email, and chat. Utah 211 collects a client's demographic/need information and sentiment using various platforms. This information is recorded and monitored for accuracy purposes, and to have a better understanding who our clients are and the needs of our communities.

Any data that is gathered by Utah 211 is kept confidential and only shared in aggregate form. Our clients' confidentiality is of the utmost importance. Any data shared is shared only with community-based organizations (CBO's), partners, and decision makers after a confidentiality and a data sharing user agreement is signed. The following are ways in which data is gathered and utilized when contacting Utah 211:

- Client demographic data is primarily used for the specialist to have an understanding of the caller's circumstances and their needs to determine the best resources to provide
- Demographic data is also used to have a better understanding of which demographic groups are contacting Utah 211 (and which aren't)
- Demographic information is shared in aggregate with community organizations, to provide insight on who is contacting Utah 211, their needs (met and unmet), and which organizations are receiving referrals for those needs
- Follow-up data is used to better understand the outcome after a client contacted Utah 211 and received a referral. Utah 211 tracks the outcomes at the referral level. The follow up also allows a Utah 211 specialist an opportunity to reconnect with a caller and address persisting unmet needs. The data gathered can also inform community organizations and decision makers when determining resolution of clients' needs as well as factors that may prevent access to resources
- The ECHO customer satisfaction survey data is shared with Utah 211 staff to determine clients' level of satisfaction with our services, and overall agent impact
- Call recordings are used to monitor overall agent performance and provide timely feedback for continued improvement
- Service referral data is gathered and shared with community leaders and service providers to identify where needs are being met or gaps occur

**While all Utah 211 personnel are responsible during the course of our day-to-day work for identifying stories, experiences, and knowledge that we could share more broadly for the purpose of building support for our partnership work, information collected via participatory research processes should only be used for that purpose.**