

Chomper Chums® Privacy Policy

The Chomper Chums® mobile application (app) is maintained by United Concordia Dental (“UCD”) and is offered in connection with United Concordia Dental insurance coverage. Chomper Chums® is an interactive game which is designed to make teeth brushing, flossing and rinsing fun for children.

Children can be independent users of the Chomper Chums® app via their parent’s phone. UCD does not market the Chomper Chums® app to children. As such, UCD does not intend for the Chomper Chums® app to be singularly directed toward children, nor does UCD ask for, collect, or track data about children. Parents are encouraged to investigate the app to ensure they deem it appropriate for their child(ren).

The Chomper Chums® app does not collect or store identifiable data about users. The only data gathering that occurs in connection with use of the Chomper Chums® app is game progress data, meaning that if a user completes certain steps of the game and then closes the app, the next time he/she opens the app the game will resume without having to restart. This game progress data is stored locally on the device running the Chomper Chums® app, which is a mobile device. Game progress data can be cleared off of a device by navigating to the ‘options’ menu and selecting ‘clear data.’

Although the Chomper Chums® app does not collect or store identifiable data about users, the entity/service which hosts the app (Apple or Google) may collect identifiable data, such as IP address, during the app download process. Users are encouraged to review the privacy policies of Apple and Google to determine how those third parties may collect and use data.

UCD may receive reports from Google or Apple regarding the number of downloads of the Chomper Chums® app through their platform; such reports are anonymous and do not allow UCD to identify individuals, nor does UCD make any attempt to identify individuals.

UCD welcomes inquiries or questions about this Privacy Policy. You may contact UCD by email at privacy@highmarkhealth.org or by mail at 4401 Deer Path Road, Harrisburg, PA 17110, Attn: Data Ethics, Policy and Privacy.