BL.INK

BL.INK for Healthcare

BL.INK has worked with some of the largest healthcare organizations in the United States and we put security and data privacy at the forefront. Our platform does not store or directly access any PHI or PII.

Security and Compliance

▶ BL.INK is open to signing Business Associate Agreements that outlines how we interact with PHI and PII.

▶ BL.INK is HIPAA compliant. We comply with the needs to secure PII and PHI.

▶ BL.INK is ISO 27001 and SOC2 Type 2 accredited.

▶ BL.INK is GDPR compliant; review our GDPR status here.

▶ We never share or sell any customer data, ever.

We have answered basic questions here; find more details here: BL.INK Security Preparedness 101.

Got more questions? Email help@bl.ink or request a quote.

## Data Residency, Hosting and Storage

BL.INK operates a SaaS hosting model and is capable of hosting in all major data center locations supported by AWS. Platform hosting options include a multitude of configuration options to meet the most stringent security requirements including IP-restricted access. All data originating in the United States is hosted in the United States.

Tracking Cookies & Data Access

BL.INK does not use or rely on tracking cookies. Our platform does not have access to any PII or PHI.

No software installation needed

BL.INK is a SaaS (software-as-a-service) platform. It does not require any users to install software or apps.
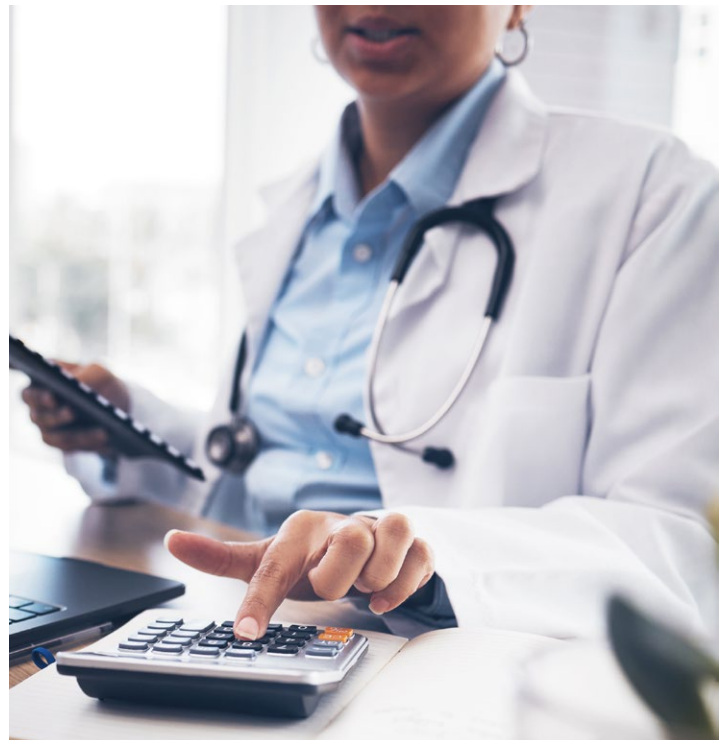
Encryption

Data in motion utilizes SSL and requires TLS version 1.2 encryption. All data at rest is encrypted using AES-256 encryption algorithms. BL.INK operates a shared, self-service platform found at https://app.bl.ink and each enterprise customer is deployed under a unique instance at https://dashboardID.bl.ink (where dashboardID equals the customer account name). You can review our SSL report from SSL Labs.

Data Exchange Options

In the case of data exchange requirements, BL.INK can support a multitude of options including API access, email, or SFTP drop-off destinations. BL.INK also offers batch-based processing to support tens of thousands of requests through a single API request or ingest batch files of link requests through an S3 integration.

API Access

BL.INK operates a fully restful API with a multitude of functions to support our customers. Authentication is managed through an OAuth mechanism for enhanced security. Review our API documentation at any time. BL.INK also offers a token-based authentication option for legacy platforms that require a simpler method of integration.

BL.INK Capabilities

Integrates with your tech stack. No matter how many tools you use to create campaigns across multiple channels, BL.INK's API means you can integrate and automate link creation. Many customers never access our platform, but create links in their own systems using BL.INK as a critical infrastructure tool that tracks and manages short links that contain unlimited attributes.

Better data for campaign reporting. BL.INK helps fill "data gaps" by making it easy for everyone on the team to create standardized links that capture consistent attributes for campaign tracking. If you invest in Adobe Analytics or a business intelligence tool, BL.INK delivers improved data for better analysis.

Easily update in-market campaigns without reprints or interruptions. With BL.INK, you can easily update destination links in minutes. Got an ad that points to a campaign that ends on a certain day? Create a back-up link in advance that redirects to a new page at the exact moment it should change. Confidently print QR codes on signage and printed material because you can easily change the destination link any time.

Rules-based routing. Deliver custom experiences based on a user's location, language, and time of day. For example, if a patient scans a QR code from a phone using Spanish as their preferred language, they will automatically see a page in Spanish. Need a different experience for people in California vs. Texas when someone scans your product's QR code? With BL.INK, it's simple. Create rules in links based on key parameters so every single scan delivers the perfect, relevant experience.

Enable teams to create their own compliant links. E-Link lets the admin set guardrails and standards that enable other team members to create short links and QR codes, with compliance workflows for approval.

Secure, managed access. You can easily grant limited or full access, create groups and collaborate in ways that make sense for your organization.
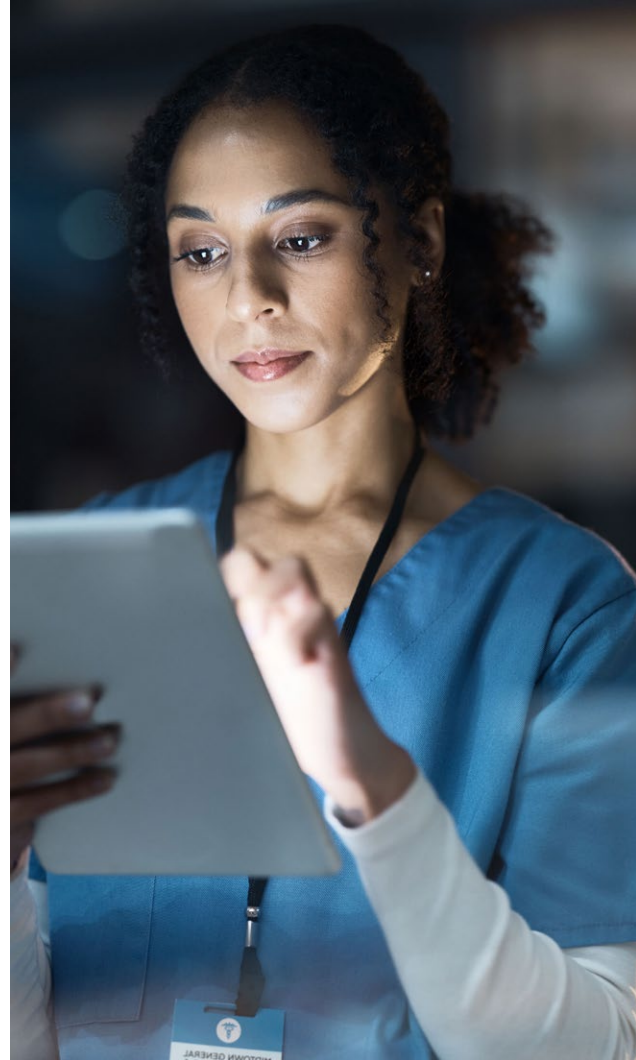
How Healthcare Uses BL.INK

Patient communication. Simplify access to patient portals, surveys, and health resources with trusted short links using your brand.

SMS campaigns. Securely deliver personalized appointment reminders and status alerts at scale.

Crisis communication. Rapidly share critical information during health emergencies via short links and QR codes. As things change, easily the destination page any time while keeping the code and link the same.

Improve marketing conversions. Because your link reflects your trusted brand, consumers and patients are more likely to click them.

Cost savings when things change. Because every BL.INK link is editable (while keeping the link or QR code the same), you can confidently print QR codes, send direct mail, and execute hundreds of digital campaign links because you can always edit the destination or attribute of the link after it's created.

Inventory management. Add a QR code on every asset to manage inventory and maintenance records, down to the serial number. You can also enable users to scan the QR code for the user manual or FAQs about a specific piece of equipment.

Thank you for considering BL.INK

We're here to answer your questions and be part of decision-making in your organization. At BL.INK, we're a key infrastructure tool for many large organizations, used for everything from inventory management to marketing data consistency.

We welcome the opportunity to streamline work, reduce mindless tasks, capture usable data, and to make every touchpoint with your customers absolutely perfect.

If we have missed anything, don't hesitate to reach out to us at help@bl.ink.