

## Text4baby Outreach Partner Data Use Agreement

Attached, please find the Data Use Agreement (DUA) for Text4baby Outreach Partners. Please **follow these instructions** when completing the DUA:

1. The person who completes this form (SIGNS the form) must be the person who will have access to the data. If your organization requires that a CEO or ED sign, please have BOTH individuals sign the document by adding an additional section.
2. The box on the left on the 3<sup>rd</sup> page is for the ZERO TO THREE's (ZTT) signature. Please not do write in that section.

Please submit this form to Jessica Bushar at [jbushar@zerotothree.org](mailto:jbushar@zerotothree.org).

### Next Steps

Once your form has been received, ZTT will work with Voxiva to obtain log-in credentials for you. This may take a few weeks. Please be patient.

Once log-in credentials have been created for you, ZTT will send you an email with further instructions and resources.

## **Text4baby Outreach Partner Data Use Agreement**

This Data Use Agreement (DUA) between ZERO TO THREE (“ZTT”) and (“Data Partner”) is agreed as of this day of \_\_\_\_\_ . This DUA applies only to the individual who has signed below on behalf of the Data Partner. If Data Partner designee changes, a new DUA must be completed and ZTT must be notified of the change.

### **I. BACKGROUND**

**1.1 About Text4baby data use.** ZTT works with Voxiva, Inc. to maintain information about users enrolled in the Text4baby program. ZTT may share specific data fields with Outreach Partners to assist in developing outreach and marketing strategies and evaluating success. This data is not intended to be used to conduct formal evaluations.

**1.2 Outreach Partners.** Outreach Partners are organizations that have already completed the Text4baby Outreach Partner registration online. This is a separate agreement. Both the DUA and completed Outreach Partner registration are required to access the data.

### **II. PARTNER ROLES & RESPONSIBILITIES**

**2.1 ZTT Responsibilities.** In support of the Data Partner, ZTT agrees to the following:

a) Provide Data Partner with one set of log-in credentials for access to database containing real-time enrollment data. A data dictionary will be provided for the user. The following data sets and fields may change at any time and will be provided to Data Partner based on the relevancy of the Data with Data Partner:

1. Outreach Partner Participants View
  - Data fields include: ID (this is de-identified), Protocol, SMS Subscription, Currently receiving protocol messages, Language, Type of user, Channel of Registration, Date of registration, Zip code, County, State, and Referring URL.
2. Participant’s View by Referring URL
  - Data fields include: ID, Protocol, Language, Type of user, Channel of registration, Zip code, County, State, and Referring URL.
3. Referral Survey
  - Data fields include: ID, Type of user, Protocol at time of submission, Language, Date of registration, Zip code, County, State, Referral source, and Submission date.
4. App Usage
  - Data fields include: ID, Number of Logins, Date of first login, Date of last login, Number of days since last login, Date of registration, Channel of enrollment, SMS subscription, Channel of SMS unsubscription, Date of unsubscription, Customer name, Zip code, County, State, and Type of User.

**2.2 Partner Responsibilities.** Data Partner agrees to the following:

a) Provide name and email address for one staff member to obtain log-in credentials and immediately to provide ZTT with any updates when staff change.

b) Text4baby enrollment data can be used for the following purposes only:

- a) For internal assessment of Text4baby promotional strategies by Data Partner with the intent of improving Data Partner's outreach strategies and setting goals.
- b) For publication in media when only total values are shared (log-in credentials should not be provided to members of the media).

**ZERO TO THREE**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Data Partner**

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_  
\_\_\_\_\_

**Mailing Address:** \_\_\_\_\_  
\_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_