How to take advantage of ALEX ID.

What is the ALEX ID feature?

ALEX ID gives employees the option to create an account in ALEX that streamlines their experience when they return and remembers them year after year. Over time, ALEX will learn more about your employees—helping facilitate more personalized guidance and smarter choices.

ALEX ID also enables ALEX to send employees personalized reminders and nudge them to take cost-saving actions.

How does the feature work?

When employees talk to ALEX during the Benefits Counselor experience, ALEX will ask them to create an ALEX ID. Using the single sign-on (SSO) option, your employees can easily create their ALEX ID using their existing company credentials. Otherwise, employees can provide ALEX with an email and password or create their ALEX ID using an existing Google account.

Additionally, at any time, employees can sign-in or log into ALEX via the 'Sign-in' header in the upper right-hand corner of their Benefits Counselor or ALEX Homepage experience.

Are employees required to have an ALEX ID?

Employees are not required to use ALEX ID to access ALEX, so they can still experience ALEX anonymously. That said, we typically find employees are surprised when ALEX doesn't remember them.

The exception is ALEX HSA, in which case every employee must sign-up or login with ALEX ID to access their ALEX HSA account.

Can you support ALEX ID with SSO (single sign-on)?

Yes! With select ALEX packages, you can enable ALEX ID with SSO. This is the easiest way for your employees to create their ALEX ID because they won't have to remember another username and password.

ALEX ID with SSO seamlessly aligns ALEX with your company's existing security protocols, streamlines your employee's ALEX experience, and gives you control over who has access to ALEX. Together, Jellyvision and your IT team will work together to set up SSO for your organization—it generally takes less than 2 hours!

Can an employee's ALEX ID be deleted?

Yes. Employees can request that their ALEX ID is deleted by contacting Jellyvision User Support. Employees can access Jellyvision User Support by filling out the 'Help' widget in the bottom right-hand corner of the ALEX ID login screen (Note: this screen is not available when SSO is enabled), or, at any time, by emailing help@myalex.com via their ALEX ID User Profile or Jellyvison's Privacy Policy.

If an employee deletes their ALEX ID, all identifiable information (email, first name, and last name) is removed, anonymizing the interactions with ALEX associated with the deleted ALEX ID.

While Jellyvision will retain the anonymized interactions with ALEX associated with the deleted ALEX ID, that information will no longer be available to the employee even if they sign-up with ALEX ID again at a later time.

What employee data does Jellyvision store?

When an employee uses an ALEX ID, their interactions with ALEX are stored in association with their ALEX ID, via a universally unique identifier.

With ALEX ID, Jellyvision also stores an employee's first name, last name, email address, IP address, and password. If an employee signs up with a social ALEX ID or ALEX ID with SSO, Jellyvison does not store employee's passwords.

ALEX HSA requires that Jellyvision also stores an employee's phone number in order to protect their ALEX HSA account via 2FA/MFA.

How does Jellyvision store user data?

Jellyvision stores ALEX user data in accordance with HIPAA rules and regulations, which are meant to protect the privacy of users' personal health information, and SOC 2 compliance in our commitment to safe, confidential data storage. All user data is encrypted twice: once at the user level (meaning each user's data is encrypted separately), and again at the database level (meaning all data is encrypted en masse).

Have more questions? Contact your Jellyvision Representative today!