



## **NOTICE OF PRIVACY POLICY**



Our Privacy Policy applies to all companies within the AssuranceAmerica Corporation family of companies, which includes the following:

InsureMax Insurance Company

AssuranceAmerica Corporation protects customer information. We maintain physical, electronic and organizational safeguards to protect this information. We continually review our policies and practices, monitor our computer networks, and test the strength of our security to ensure the safety of this information.

### **Information We May Collect**

We collect and use information we believe is necessary to administer our business, to advise you about our products and services, and to provide you with customer service. We may collect and maintain several types of customer information needed for these purposes such as those listed below:

Types of information we may collect and how we gather it:

1. From you, on applications or on other forms for our insurance products, through telephone or in-person interviews and from your insurance agent.
2. From your transactions with us, such as your payment history and underwriting and claim documents.
3. From non-AssuranceAmerica companies, such as your driving record, claim history and credit reports.

### **How We Use Information About You**

We use customer information to underwrite your policies, process your claims, ensure proper billing, service your accounts and offer you other AssuranceAmerica insurance or financial products that we believe may suit your needs.

### **Information Disclosure**

We share information about our transactions (such as payment of premium) and experiences with you (such as an auto accident) within AssuranceAmerica and with AssuranceAmerica agents to better serve you and to assist in meeting our current product and service needs. We may also disclose customer information about you to persons or organizations inside or outside our family of companies as permitted or required by law.

We share customer information as necessary to handle any claims that you may have and to protect you against fraud and unauthorized transactions. For example, we might share customer information such as name, address, and coverage information with an auto body shop to speed up repairs on an auto damage claim.

### **Your Choice to Share Information**

There are two types of information sharing — information sharing within AssuranceAmerica and information sharing outside AssuranceAmerica. We do **not** sell customer information. We do **not** provide customer information to persons or organizations outside AssuranceAmerica for their own marketing purposes. The choice in the Special Notice, which follows, applies only to sharing of information within AssuranceAmerica and your insurance agent. For example, if you are an auto policyholder, our ability to share information among other AssuranceAmerica companies allows us not to ask again about your driving record if you apply for a commercial auto policy.

### **Special Notice Regarding the Sharing of Certain Information within the ASSURANCEAMERICA Family of Companies**

This notice applies only to the sharing of information within AssuranceAmerica that does not involve your transactions or experiences with us.

**What Information We Share:** Unless you tell us not to, we may share information within AssuranceAmerica that was obtained from your application, such as your occupation; or information obtained from your driving record or claims history. We may also verify information provided by you, such as information about the operators of your vehicles and members of your household.

**Why We Share:** We may share information about you within AssuranceAmerica to enhance our service to you, to underwrite your policies, to measure your interest in our products and services, to improve existing products, to develop new products and to monitor customer trends.

**Who We Share With:** We may share information within the AssuranceAmerica family of companies and with your insurance agent.

If you prefer that we not share this information within AssuranceAmerica, call us toll free at 1-800-450-7857. Your choice will also apply to your joint accounts, if any. Your direction not to share this information does not limit AssuranceAmerica from sharing certain information about you which is essential to conducting our business, such as processing any claims you may have, or information permitted or required by law. Your choice does limit our effort to market new products and services to you.