

ASSURANCEAMERICA NOTICE AT COLLECTION FOR CALIFORNIA RESIDENTS

This Privacy Notice at Collection is provided by AssuranceAmerica Managing General Insurance Agency, LLC (“AssuranceAmerica”) and applies to Personal Information of California residents to the extent the information is subject to the California Consumer Privacy Act of 2018 (CCPA).

Personal Information We Collect

AssuranceAmerica collects information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household (“Personal Information”). We may collect the following categories of your Personal Information for the following business or commercial purpose(s):

Category of Personal Information	Examples	Business or Commercial Purpose(s) for Which Used
Identifiers	Your name, social security number, date of birth, email address, physical address, Internet Protocol address, driver's license number or other similar identifiers.	This information may be necessary for regulatory purposes. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, or administer your products and services.
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	A name, address, state identification information, telephone number, and social security numbers. Some Personal Information included in this category may overlap with other Personal Information categories.	This information may be necessary for regulatory purposes. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, or administer your products and services.
Characteristics of protected classifications under California or federal law	Your marital status, age, gender or similar characteristics.	This information may be necessary for regulatory purposes. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, or administer your products and services.
Commercial information	Records of your personal property such as your vehicle or home, products or services of ours that you have used or considered in the past, transactional information, or other purchasing or consuming histories or tendencies.	This information may be necessary for regulatory purposes. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, or administer your products and services.
Internet or other electronic network activity information	Your browsing history per our cookie consent policy, stored pixels, or information regarding your interactions with our own website, applications, or advertisements.	We may use this information to track our website usage, optimize site layout, and also to create a customer profile in order to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, administer your products and services, or for regulatory purposes.

Category of Personal Information	Examples	Business or Commercial Purpose(s) for Which Used
Geolocation data	Internet Protocol address, transaction location, and other information that could be used to identify the location of an electronic device that you are using.	This information may be used for targeted communications and to determine your driving habits. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, administer your products and services, or for regulatory purposes.
Biometric information	Fingerprint, Face ID, Eye print, voiceprint, palm scan.	This information may be used for regulatory purposes. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, or administer your products and services.
Audio, electronic, visual, or similar recorded information	Audio or video recordings of our phone conversations, electronic records of our chat sessions.	This information may be used for regulatory, security and quality assurance purposes. We may also use this information to verify your identity, monitor your activity for potential fraud or identity theft, provide or offer products and services that fit your needs, or administer your products and services.
Inferences drawn from any Personal Information identified here to create a customer profile	Information that we infer about you based on observed product usage and responses to our surveys.	We use this information to optimize the products and services we provide you and also to create a customer profile in order to provide or offer you with products and services that fit your needs. We may also use this information for regulatory purposes and to verify your identity, monitor your activity for potential fraud or identity theft, or administer your products and services.

We do not sell your Personal Information.

Further Information

Please view our CCPA Privacy Policy at <https://assuranceamerica.com/privacyca.html> for further information about Personal Information we collect, and your rights under the California Consumer Privacy Act of 2018.

If you have questions about this Privacy Notice, please contact us at:

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