

## NOTICE OF PRIVACY POLICY

**Please make sure to read this Privacy Policy carefully to understand how Trustway Services, LLC (“Trustway”) collects and shares your information, and your rights to limit how your information is used.**

### Types of Information We May Collect and How We Gather It

- From you, on applications or on other forms for our insurance products, online, telephone or in-person interviews and from your insurance agent. Examples of information that may be collected include: first and last name, home address, date of birth, personal contact information (e.g. telephone and email), automobile information, driver’s license number, social security number, demographics, occupation, health information, dependent or family-related information, information regarding other insurance and information related to the sale, underwriting or servicing of insurance. We may also collect information in relation to your use of social media and networking platforms.
- From your transactions with us and our affiliated companies. Examples of information that may be collected include: payment history, underwriting information, claim-related documentation, payment and financial account information such as credit/debit card and financial account numbers.
- From non-affiliated companies. Examples of information that may be collected include: your driving record, claim history, credit reports, consumer reports (e.g. character, general reputation, personal characteristics and mode of living) and other information relating to the sale, underwriting or servicing of insurance.
- From your internet-connected device and browsing information whenever you visit our website(s) or mobile application(s). Examples of information that may be collected include: internet service provider, internet protocol address, the type of device used to access the website or mobile application and websites visited before and after you visit our website. In addition, we may use cookies, flash objects, clear GIFs, web beacons and other similar identifiers or technology to collect information about you and your activities on our website(s). This information allows us to personalize your experience on our website, enhance security and improve our advertising efforts. We may also transmit to third parties, or receive from third parties, cookies, web beacons and other identifiers or technology for similar purposes. A cookie is a packet of data sent by a web server to a browser, which is returned by the browser each time it subsequently accesses the same server. Cookies are used to identify you and track your access to the website’s server. A web beacon is a clear picture file used to keep track of your navigation through a single website or a series of websites. Web beacons might be used in connection with cookies to gain an understanding of how you navigate through and process the content contained in that website. Your browser and your device may provide you the option to limit the use of cookies, web beacons and similar technologies. You should consult documentation for your browser or device for more information. Your device may have settings that allow you to prevent sharing geolocation information with us. You should consult your device’s settings or help documentation for more information about exercising these options. Please note that as there is no commonly accepted response for Do Not Track signals initiated by browsers, therefore we do not respond to them.
- Please note that the types of information listed above may be available through multiple sources.

### How and Why Do We Share Your Information?

We may share your information for the following purposes:

- **Third-Party Service Providers and Affiliated Companies.** We may share your information with third-party service providers (including insurance agents) and our affiliated companies for everyday business purposes – such as underwriting policies, verifying information provided by you such as information about the operators of your vehicles and members of your household, processing claims, ensuring proper billing, facilitating

transactions requested by you, operating website(s) and mobile application(s), providing you with customer service and to help customize advertisements, offers, or other communications to you.

- Joint Marketing Agreements. We may share your information with other financial companies who we have a contractual relationship with to jointly offer, endorse, or sponsor a financial product or service.
- Affiliated Company Marketing. We may share your information with our affiliated companies for their own marketing purposes.
- Nonaffiliated Company Marketing. We may share your information with nonaffiliated companies for their own marketing purposes.
- Business Transfer. We may share your information in connection with the sale or merger of our business or the transfer of assets.
- We may use and share your information if needed to comply with applicable law, legal process, legal advice and for preventing fraud, theft, and injury to you, us or others.
- We may share your information as otherwise permitted by law.

#### How Can I Limit Sharing of My Information?

You have the right to limit how Trustway shares your information in relation to: your credit worthiness to our affiliated companies for their everyday business purposes, our affiliated companies for the purpose of using your information to market to you, and sharing your information with nonaffiliated companies for the purpose of using your information to market to you. State laws may give you additional rights to limit sharing of your information which we will comply with upon your request.

Please call us at 1-833-808-7878 if you would like to limit Trustway's ability to share your information as described above. Please note that your choice to limit sharing of your information will apply to all people listed on your policy or account.

#### What Rights Do I Have to Update My Information?

Please call us at 1-833-808-7878 if you would like to update any of your information that you believe is inaccurate or incomplete.

#### How Does Trustway Protect Your Information?

Trustway maintains administrative, technical and physical safeguards to protect your information. We continually review our policies and practices, monitor our computer networks, and test the strength of our security to ensure the safety of your information.

#### Who Are Trustway's Affiliated Companies?

Trustway's affiliated companies include AssuranceAmerica Corporation; AssuranceAmerica Managing General Agency, LLC; AssuranceAmerica Insurance Company; and InsureMax Insurance Company.

#### Updates to this Privacy Policy

We reserve the right to make changes to this Privacy Policy at any time. When we make a material change to this Privacy Policy, we will update it on any website it is displayed on and change the effective date. The effective date of this Privacy Policy is 2/15/20.