

Vehicle Assurance – Privacy Policy FINAL – March 2024

Privacy Policy

Effective Date: March 2024

This is the Privacy Policy for vehicleassurance.com (collectively, the “Site”, which is owned and operated by Vehicle Assurance (the “Company” or “we” or us”).

At Vehicle Assurance, we value your trust. We want you to know how we collect, use and protect your personally identifiable information or PII. Personally Identifiable Information is defined as “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.

Your Acceptance of this Policy

By using the site, subscribing to our services and/or continuing to receive information from the Company, you signify your acceptance of this Privacy Policy, and you expressly consent to our use and disclosure of your personal information in accordance with this Privacy Policy.

Information We Collect

We receive and may store any Personally Identifiable Information you enter on our website or provide to us in any other way. This information may include:

- Name
- Mailing address
- Email address
- Phone number
- Vehicle information, including the Vehicle Identification Number (VIN)
- Credit card number
- Account name
- Billing information

We will never request your credit card information or other personal information through email.

Information from Other Sources

We may receive information about you from other sources. This information may include:

- Internet or other electronic network activity, including but not limited to browsing history and information regarding your interaction with a website, application or advertisement

- Geolocation data
- Professional or employment related information
- Education information

This list is non-exhaustive and does not mean that all examples of personal information were collected.

Cookies

We may also collect personal information and non-personal information via Cookies – small text files placed by us on user computers, single-pixel GIF files, Web server log analysis and other similar technologies. The information collected by Cookies allows us to statistically monitor how many people are visiting our website, how many people open our emails and for what purposes these actions were taken. Such information may be used to track usage trends and enhance the user experience and may be shared with third parties. We may use Cookie information to target advertisements to your browser or to determine the popularity of certain content or advertisements.

Most browser software can be set to reject all Cookies. Most browsers offer instructions on how to reset the browser to reject Cookies. If you reject our Cookies, certain functions and conveniences of our website may not work properly. We do not link non-personal information from Cookies to personally identifiable information without your permission.

Sharing of Information – Your Consent to Sharing

We may share your personal information and non-personal information with third parties for the purpose of allowing them to provide information about products and services that we think will be of interest to you. By providing personal information on or through the Site, or in connection with services provided by the Company thereon or in connection therewith, you agree:

- all information you have provided is true and correct to the best of your knowledge
- you are establishing a business relationship with the Company
- you are requesting and expressly consenting to be contacted via telephone, email, SMS or text message, and/or mail by us and our partners and affiliates

From time to time, we may establish a business relationship with other businesses whom we believe trustworthy and who have confirmed that their privacy practices are consistent with ours

("Service Providers"). For example, we may contract with Service Providers to provide certain services, such as hosting and maintenance, customer relationship management, data storage and management, and direct marketing campaigns. We provide our Service Providers with only the information necessary for them to perform these services on our behalf. Each Service Provider must agree to use reasonable security procedures and practices, appropriate to the nature of the information involved, to protect your Personal Information from unauthorized access, use or disclosure.

We may work with third-party marketing and advertising companies ("Ad Networks"). These companies may collect and use information about your use of the Site or services in order to provide advertisements about goods and services that may be of interest to you. Advertisements may be shown via the Site, the services, or third-party sites or sent via direct mail. These companies may place or recognize a unique cookie on your computer or use other technologies such as Web beacons. Our Privacy Policy does not cover any use of information that an Ad Network may collect from you. It also does not cover any information that you may choose to provide to an Ad Network or to an advertiser whose goods or services are advertised through the Site.

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose personal information and non-personal information about you to government or law enforcement officials or private parties when compelled by law or court order to do so or if, in our discretion, we believe it is necessary or appropriate in order to respond to legal requests to protect the safety, property or rights of Company or of any third party, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law.

Request to Request Disclosure of Information We Collect and Share

You have the right to request that we disclose certain information pertaining to their personal information that we have collected and shared over the past 12 months. Once we receive and verify your request, we will respond in a format that is portable, free of charge for the consumer, and within the required 45 days as outlined by the California Consumer Privacy Act or CCPA. If more time is required to fulfill the request, we will inform you of the reason and the needed extension period, of up to 90 days, in writing. A consumer can ask for the following information:

- The categories and specific pieces of personal information that we collected about you
- The categories of sources from which your personal information was collected
- The business or commercial purpose for collecting or sharing your personal information
- The categories of third parties with whom we shared your personal information.

To exercise your right to request disclosure of your personal information that we collected and shared, either contact us at 1-866-522-5581. Consumers may make a verifiable request twice within a 12-month period. You can also exercise your right to request deletion of any of your personal information we collected from you.

Opt-Out Options

If you provide Company with your email address, you may receive emails from us. If you do not want to receive marketing or promotional emails from us, please send a message to optout@vehicleassurance.com.

We may share your information with select business partners and other organizations. If you do not want Vehicle Assurance to share the information you provide to use with business partners or third parties, you may opt-out from having your personal information shared by sending a message to optout@vehicleassurance.com.

Links To and From Other Websites

Our website may offer links to other websites. Other sites have their own privacy policies. If you visit one of these sites, you may want to review the privacy policy on that site. In addition, you may have linked to our website through another site. The site you linked from may collect information from individuals.

No Collection of Information from Children

The site is not intended for users under the age of 18, nor do we knowingly collect, retain or share information in connection with our website from children under the age of 18. Company complies fully with the Children's Online Privacy Protection Act (COPPA). If a child has provided our website with personally identifiable information, we ask that a parent or guardian contact Vehicle Assurance at 1-866-341-9255.

Security Measures

Vehicle Assurance uses security procedures to protect your privacy, including the following:

- Use of firewalls to protect information held on our servers
- Closely monitors the limited number of Vehicle Assurance employees who have potential access to your Personally Identifiable Information
- Requires all Vehicle Assurance employees to abide by our Privacy Policy and to be subject to disciplinary action if it is violated

- System back-up to protect the integrity of your Personally Identifiable Information

Privacy Policy Changes

From time to time, we may change this Privacy Policy. If we decide to change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Site. We encourage you to review it periodically. Those changes will go into effect on the revision date shown in the revised Privacy Policy. Your continued use of our Site or services constitutes your consent to be bound by the revised Privacy Policy.

Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Vehicle Assurance

3902 S. Old Highway 94

St. Charles, MO 63304

866-522-5581

Last Updated: March 2024