

## AGENCYZOOM PRIVACY POLICY

Last modified: 7/22/2021

Welcome to our Website! This AgencyZoom privacy policy (the “Privacy Policy” or “ Policy” ) describes the types of information we may collect from you or that you may provide when you visit or otherwise use [www.agencyzoom.com](http://www.agencyzoom.com), our software, mobile applications, or any products hosted by or on behalf of AgencyZoom, including without limitation any content, functionality and services offered on or through such websites, software, mobile applications, or services where this Policy is linked (collectively, the “Website”) and our practices for collecting, using, maintaining, protecting and disclosing that information.

If you are an individual that is a customer or potential customer of an insurance broker or other business user of the Website (“Insurance Broker”), this Policy does not apply to information submitted or uploaded about you to the Website by the Insurance Broker. You should contact the Insurance Broker with any questions or concerns regarding your personal information, including where you would no longer like to be contacted by them for promotional or marketing purposes.

We take our obligations regarding privacy very seriously, and want to ensure that users of our Website are fully informed about our privacy practices. The Website is made available by Agency Zoom, LLC, an Ohio limited liability company (“AgencyZoom,” “we” or “us”). We have established and adopted this Privacy Policy in order to describe our practices regarding the collection, use and disclosure of information that you may provide through the Website. By using or otherwise accessing the Website, you consent to the practices set forth in this Privacy Policy.

This Policy does not apply to information collected by:

- us offline or through any other means, including on any other website or service operated by AgencyZoom where this Policy is not linked; or
- any third party or Third-Party Services (defined below), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

If you do not agree with our policies and practices, please do not use the Website. This Policy may change from time to time. If we make material changes to the Policy, we will provide notice to you on the Website or within this Policy. Your continued use of this Website after we make changes is deemed to be consent to those changes, so please check this Policy periodically for updates.

### **Children Under the Age of 13**

Our Website is not intended for children under 13 years of age, and to sign up for our services you must be at least 18 or the age of majority in your jurisdiction. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features/register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without

verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@agencyzoom.com](mailto:info@agencyzoom.com).

### **Information We Collect**

We collect information directly from you when you provide it to us, automatically as you navigate the Website, and from third parties, for example, our business partners, as described further below.

### **Information You Provide to Us**

We and our Service Providers (defined below) collect information about you that you provide directly to us and our Service Providers via the Website. In addition, when you interact with Third-Party Services, you may be able to provide information to those third parties. The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our services, or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website. This also includes records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes. Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on the Website.

Information that we, our Service Providers, and Third-Party services collect includes information by which you may be personally identified, such as name, postal address, e-mail address, telephone number, agency name, agency number, payment information (“personal information”).

### **Information We Collect Through Automatic Data Collection Technologies**

As you navigate through and interact with our Website, we, our Service Providers, and Third-Party Services may collect information automatically using the technologies described below, including:

- Information about your equipment,
- Details of your visits to our Website, including browsing actions and patterns, traffic data, logs and other communication data and the resources that you access and use on the Website.
- Information about your computer, equipment and internet connection, including your IP address, operating system and browser type.
- Without limitation, such other information as may be collected through, by, with or otherwise related to Google Analytics.

The information we collect automatically may constitute personal information under applicable laws. We may maintain it or associate it with other information we collect (including personal information) in other ways or receive from third parties.

The technologies we, our Service Providers, or Third-Party Services use for this automatic data collection may include cookies, web beacons, and other tracking technologies (“Tracking Technologies”), some of which are described in further detail below.

**Cookies.** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

**Web Beacons.** Pages of our the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Some information about your use of the Website and certain other online services may be collected using Tracking Technologies across time and services and used by us and third parties for purposes such as to associate different devices you use and deliver relevant ads and/or other content to you on the Service and certain other online services. See below regarding certain choices regarding these activities.

### **Information We Collect From Other Sources**

We may also obtain information about you from other sources, including Service Providers and Third-Party Services. We are not responsible or liable for the accuracy of the information provided by third parties or for third party policies or practices.

### **Limitations**

This Privacy Policy is not intended to limit our activities regarding information that does not personally identify you, including information that has been deidentified or aggregated.

### **How We Use Your Information**

We may use information about you for any purposes not inconsistent with our statements under this Privacy Policy, or otherwise made by us in writing at the point of collection, and not prohibited by applicable law, including, without limitation:

- To present our Website and its contents to you.
- To provide you with information, products or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To market to you, including regarding new features and products.
- To provide you with notices about your account, including expiration and renewal notices.

- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To improve our Website and to deliver a better and more personalized service, including by enabling us to:
  - Estimate our audience size and usage patterns.
  - Store information about your preferences, allowing us to customize our Website according to your individual interests.
  - Speed up your searches.
  - Recognize you when you return to our Website.
- Prevent and address fraud, breach of policies or terms, and threats or harm.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent or as directed by you.

### **How We Secure Your Information**

We take the security of all data very seriously. We take precautions to maintain the security, confidentiality, and integrity of the information we collect at this site. We follow generally accepted industry standards to protect the information submitted to us, both during transmission and once we receive it. We maintain appropriate administrative, technical and physical safeguards to protect personal information against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse, and any other unlawful form of processing of the personal information in our possession. This includes, for example, firewalls, password protection and other access and authentication controls. We use SSL technology to encrypt data during transmission through public internet, and we also employ application-layer security features to further anonymize personal information.

However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. We cannot ensure or warrant the security of any information you transmit to us or store on the Service, and you do so at your own risk. We also cannot guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. If you believe your personal information has been compromised, please contact us as set forth in the "Contact Information" section.

If we learn of a security systems breach, we will inform you and the authorities of the occurrence of the breach in accordance with applicable law.

### **Disclosure of Your Information**

- We may disclose deidentified or aggregated information about our users or provided by our users, without restriction. We may disclose personal information that we collect for any purposes not inconsistent with our statements under this Privacy Policy, or otherwise made by us in writing at the point of collection, and not prohibited by applicable law, including, without limitation:
- To vendors, consultants, contractors, and other service providers (collective “Service Providers”) we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by us is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use Terms of Use or and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of AgencyZoom, our customers or others. This includes without limitation exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Information You Disclose Publicly or to Others**

The Service may permit you to post or submit user-generated content (“UGC”) including, without limitation, written content, user profiles, audio or visual recordings, computer graphics, pictures, data, or other content, including personal information. If you choose to submit UGC to any public area of the Website, your UGC will be considered “public” and will be accessible by anyone, including us. Notwithstanding anything to the contrary, unless otherwise explicitly agreed by us, personal information included in UGC is not subject to our usage or sharing limitations, or other obligations, and may be used and shared by us and third parties to the fullest extent not prohibited by applicable law. We encourage you to exercise caution when making decisions about what you disclose in such public areas. California minors may contact us regarding potential removal of certain UGC they have posted on the Service pursuant to the “Contact Information” section below.

Additionally, we or the Website may offer you the option to send a communication to a friend or other contact. If so, we rely on you to only send to people that have given you permission to do so. The recipient’s personal information you provide (e.g., name, e-mail address) will be used to facilitate the

communication, but not used by us for any other marketing purpose unless we obtain consent from that person. Your contact information and message may be included in the communication.

### **Third-party Content, Third-party Services, Integrations, Advertising and Analytics.**

The Website may include or link to third-party websites, apps, locations, platforms, code (e.g., plug-ins, application programming interfaces (“API”), and software development kits (“SDKs”)) or other services (“Third-Party Service(s)”). These Third-Party Services may use their own cookies, web beacons, and other Tracking Technology to independently collect information about you and may solicit personal information from you.

Certain functionalities on the Website permit interactions that you initiate between the Service and certain Third-Party Services, such as integrations (“Integrations”). Examples of Integrations include: enabling you to send content between the Website and a Third-Party Service; logging in to the Service using your Third-Party Service account; and to otherwise connect the Website to a Third-Party Service (e.g., to pull or push information to or from the Service). We may provide or allow access to Integrations with social media accounts where information you post or provide access to may be publicly displayed on the Website or by the Third-Party Service that you use (only as directed by you by way of your posting on such social media). Where you use Integrations, both we and the third party may have access to certain information about you and your use of the Website and any Third-Party Service.

We may engage and work with Service Providers and other third parties to serve advertisements on the Service and/or on other online services. Some of these ads may be tailored to your interest based on your browsing of the Website and elsewhere on the Internet, which may include use of location and/or cross-device data, sometimes referred to as “interest-based advertising” and “online behavioral advertising” (“Interest-based Advertising”), which may include sending you an ad on another online service after you have left the Website (i.e., “retargeting”).

We are not responsible for, and make no representations regarding, the policies or business practices of any third parties, including, without limitation, analytics Service Providers and Third-Party Services associated with the Website, and encourage you to familiarize yourself with and consult their privacy policies and terms of use. See below for more on certain choices offered by some third parties regarding their data collection and use, including regarding Interest-based Advertising and analytics.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us.

#### **Tracking Technologies Generally**

Regular cookies may generally be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings. Browsers offer different functionalities and options, so you may need to set them separately. Also, tools from browsers may not be effective with regard to certain Tracking Technologies. Please be aware that if you disable or remove these technologies, some parts of the Service may not work and when you revisit the Service your ability to limit browser-based Tracking Technologies is subject to your browser settings and limitations.

Some App-related Tracking Technologies in connection with non-browser usage (e.g., most functionality of a mobile app) can only be disabled by uninstalling the app. To uninstall an app, follow the instructions from your operating system or handset manufacturer. Apple and Google mobile device settings have settings to limit ad tracking, and other tracking, but these may not be completely effective.

Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit. Like many online services, we currently do not alter Our practices when We receive a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” you can visit <http://www.allaboutdnt.com>, but we are not responsible for the completeness or accuracy of this third party information. For specific information on some of the choice options offered by third party analytics and advertising providers, see the next section.

### **Analytics and Advertising Tracking Technologies**

You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on. You may exercise choices regarding the use of cookies from Adobe Analytics by going to <http://www.adobe.com/privacy/opt-out.html> under the section labeled “Tell our customers not to measure your use of their web sites or tailor their online ads for you.”

You may choose whether to receive some Interest-based Advertising by submitting opt-outs. Some of the advertisers and Service Providers that perform advertising-related services for Us and third parties may participate in the Digital Advertising Alliance’s (“DAA”) Self-Regulatory Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding Interest-based Advertising, including use of Cross-device Data for serving ads, visit <http://www.aboutads.info/choices/>, and <http://www.aboutads.info/appchoices> for information on the DAA’s opt-out program specifically for mobile apps (including use of precise location for third party ads). Some of these companies may also be members of the Network Advertising Initiative (“NAI”). To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads. Opting out only means that those selected members should no longer deliver certain Interest-based Advertising to you but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Also, if your browsers are configured to reject cookies when you visit these opt-out webpages, or you subsequently erase your cookies, use a different device or web browser or use a non-browser-based method of access (e.g., mobile app), your NAI / DAA browser-based opt-out may not, or may no longer, be effective. We support the ad industry’s [Self-regulatory Principles for Online Behavioral Advertising](https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf) [Link to <https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf>] and expects that ad networks We directly engage to serve you Interest-based Advertising will do so as well, though We cannot guaranty their compliance.

We may also use Microsoft Advertising Services. To learn about the data Microsoft collects and how your data is used by it and to opt-out of certain Microsoft browser Interest-based Advertising, please visit [here](#).

We may also use Google Ad Services. To learn more about the data Google collects and how your data is used by it and to opt out of certain Google browser Interest-Based Advertising, please visit [here](#).

We are not responsible for effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs.

### **Communications**

You can opt out of receiving certain promotional communications from us at any time by (i) for promotional e-mails, following the instructions provided in emails to click on the unsubscribe link, or if available by changing your communication preferences by logging onto your account; (ii) for text messages, following the instructions provided in text messages from us to text the word, "STOP"; and (iii) for app push notifications turn off push notifications on the settings of your device and/or the app, as applicable. Please note that your opt-out is limited to the e-mail address or phone number used and will not affect subsequent subscriptions. If you opt-out of only certain communications, other subscription communications may continue. Even if you opt out of receiving promotional communications, we may, subject to applicable law, continue to send you non-promotional communications, such as those about your account, transactions, servicing, or our ongoing business relations.

### **Accessing and Correcting Your Information**

You can review and change your personal information by logging into the Website and visiting your account profile page. You may also send us an e-mail at [info@agencyzoom.com](mailto:info@agencyzoom.com) to request access to, correct or delete any personal information that you have provided to us, to the extent required by applicable law. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Further, we reserve the right to retain data (a) as required by applicable law; and (b) for so long as reasonably necessary to fulfill the purposes for which the data is retained except to the extent prohibited by applicable law.

### **Your California Privacy Rights**

Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [info@agencyzoom.com](mailto:info@agencyzoom.com) or write us at: 8912 Whitney Dr, Lewis Center Ohio, 43035

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our Privacy Policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on this page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this Privacy Policy to check for any changes.

### **Contact Information**

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

8912 Whitney Dr, Lewis Center, Ohio 43035 or by email at [info@agencyzoom.com](mailto:info@agencyzoom.com)



