# **Privacy Policy**

# **Privacy Policy Information**

This notice describes our privacy policy ("Notice"). By visiting our Web Site ("Web Site"), you are accepting the practices described in this Notice.

#### **ACKNOWLEDGEMENT & ACCEPTANCE OF TERMS:**

Academy West Insurance is committed to protecting your privacy. This privacy statement sets forth our current privacy practices with regard to the information we collect when you or your computer interacts with our website. By accessing the Academy West Insurance website, you acknowledge and fully understand the Academy West Insurance privacy statement and freely consent to the information collection and use practices described herein.

#### **PARTICIPATING MERCHANT POLICIES:**

Related services and offerings with links from this website, including vendor sites, have their own privacy statements that can be viewed by clicking on the corresponding links within each respective website. Online merchants and others who participate in Academy West Insurance services are encouraged to participate in industry privacy initiatives and to take a responsible attitude toward consumer privacy. Since we do not have direct control over the policies or practices of participating merchants and other third parties, we are not responsible for the privacy practices or contents of those sites. We recommend and encourage you to always review the privacy policies of merchants and other third parties before providing any personal information or completing any transactions with such parties.

#### INFORMATION WE COLLECT AND HOW WE USE IT:

Academy West Insurance collects certain information from and about its users in three ways: directly from web server logs, the user's input and with cookies.

### Web Server Logs

When you visit our website, we may track information to administer the site and analyze its usage. Examples of information we may track include:

- Your internet protocol address
- The browser and type of computer you use
- Number of links you click within the site
- State or country from which you accessed the site
- Date and time of your visit
- Name of your internet service provider
- Web page/link you arrived from
- Pages you viewed on the site

#### Use of Cookies

Academy West Insurance may use cookies to personalize or enhance your user experience. A cookie is a small text file that is placed on your hard disk by a web page server. Cookies cannot be used to run

programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to save you time. For example, if you personalize a web page, or navigate within a site, a cookie helps the site to recall your specific information on subsequent visits. This simplifies the process of delivering relevant content and eases site navigation by providing and saving your preferences and login information, as well as providing personalized functionality.

Academy West Insurance reserves the right to share aggregated site statistics with partner companies, but does not allow other companies to place cookies on this website, unless there is a temporary, overriding customer value (such as merging into a site that relies on third-party cookies).

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline them. If you reject cookies by changing your browser settings, be aware that doing so may disable some functionality of this site.

#### Personal Information Use

Visitors to our website can register for and purchase Academy West Insurance services. When you register, we will request some personal information such as name, address, email, telephone number and/or facsimile number, account number or other relevant information. If you are purchasing a service, we will request financial information. Any financial information we collect is used only to bill you for the services you purchased. If you purchase by credit card, this information may be forwarded to your credit card provider. For other types of registrations, we will ask for the relevant information. You may also be asked to disclose personal information to us so that we can provide assistance and information to you. We will not disclose personally identifiable information we collect from you to third parties without your permission, except to the extent necessary, including:

- Fulfilment of your requests for services
- Our protection from liability
- Response to legal processes or compliance with laws
- In connection with a merger, acquisition or liquidation of the company

## Disclosures of Your Information

At Academy West Insurance, we will never pass your personal data to anyone else, except for any successors to our business and the organizations that process data on our behalf. We may also use and disclose information in the aggregate (so that no individual customers are identified) for marketing programs, advertisers, and partners.

Advertisers (including ad serving companies) may, however, assume that people who interact with, view, or click targeted ads meet the targeting criteria—for example, men ages 18-65 from a particular geographic area.

Use of Google Analytics

Academy West Insurance enables gender, age, interest based tracking utilizing Google Analytics to help better understand website user activity and trends. Academy West website visitors may opt-out from the use of this tracking feature and we encourage you to click here to do so: https://tools.google.com/dlpage/gaoptout/.

#### **USE OF WEB BEACONS OR GIF FILES:**

Academy West Insurance's web pages may contain electronic images known as web beacons—sometimes also called single-pixel gifs—that allow Academy West Insurance to count users who have visited those pages and to deliver co-branded services. Academy West Insurance may include web beacons in promotional email messages or newsletters in order to determine whether messages have been opened and acted upon.

Some of these web beacons may be placed by third-party service providers to help determine the effectiveness of advertising campaigns or email communications. These web beacons may be used to place a persistent cookie on your computer. This allows the service provider to recognize your computer each time you visit certain pages or emails and compile anonymous information in relation to those page views. This, in turn, enables us and our service providers to learn which advertisements and emails bring you to our website, and how you subsequently use the site. Academy West Insurance prohibits web beacons from being used to collect or access personally identifiable information.

#### LINKS FROM THIS WEBSITE:

We do not monitor or review the content of other parties' websites, which may be linked from this site. Opinions expressed or material appearing on such websites is not necessarily shared nor endorsed by Academy West Insurance and should not be regarded as published by Academy West Insurance. Please be aware that we are not responsible for the privacy practices or content of these sites. We encourage our users to be aware when they leave our site and to read the privacy statements of all sites with which they interact. You should evaluate the security and trustworthiness of any other site connected to this site, or accessed by yourself, before disclosing any personal information. Academy West Insurance will not accept any responsibility for loss or damage in whatever manner, howsoever caused, resulting from your disclosure to third parties of personal information.

#### **CHANGES TO THIS STATEMENT:**

Academy West Insurance maintains discretion to update this privacy statement. When we do, we will also revise the "updated" date at the top of this page. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement and any updates.

#### **CONTACTING US:**

If you have questions regarding our privacy statement, its implementation, failure to adhere to this privacy statement or our general practices, please send comments to

#### **Academy West Insurance**

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Academy West Insurance will use commercially reasonable efforts to promptly respond and resolve any problem or question.