

Privacy Policy

Effective December 31, 2019

Assured SPC is committed to the protection of your privacy. In the course of using this Website, you may provide us with information about yourself. We work diligently to ensure that it has taken appropriate administrative and technical measures to prevent the unauthorized or unlawful use of your information, and to prevent any accidental loss or at destruction of, or damage to, such information. This Privacy Policy explains what categories of personal information we collect, how we collect it, how we use it, and how we work to protect your personal information.

We reserve the right to amend this Privacy Policy at any time, for any reason. Any changes will appear on this page. By continuing to use this Website, you accept the present terms and conditions of this Privacy Policy.

Collection of Information

Assured SPC collects the following categories of information about visitors to our website:

Personal Information (“PI”)

You may affirmatively provide information about yourself, Personal Information (“PI”), by using contact forms on the Website or by calling or e-mailing us. Personal information is data that can be used to identify, either directly or indirectly, an individual to whom the information applies. The information that we may collect from you includes your name, mailing address, phone number, email address, contact preferences, occupation, login information (account number, password), marketing preferences, social media account information, and as applicable, IP address. We may keep any collected information for an unlimited period of time, or for the amount of time permitted by law.

Non-Personal Data

When you visit Assured SPC’s website, we may automatically collect certain Non-Personal Data such as:

- Your dynamic IP address and geographic location;
- The date and time you access Assured SPC’s website and other related websites;
- The URLs of Websites and pages you visit before, during, and after you visit our website; and
- Information about the hardware and software installed on your device.

We may also place cookies on your computer to recognize you on return visits, to enhance your browsing experience, and to collect additional information about you for traffic analysis. Cookies are small files with code and text that are saved on your device upon accessing certain websites that use them. Web beacons are also small files saved to your device, often by web analytics software to track visitor information. Cookies and web beacons allow us to conduct website traffic analysis to better

understand the website's visitors, and while they contain information unique to your device and browser, they do not provide any Personally Identifiable Information.

We may contract with third-party service providers to better understand our website visitors. These third parties may use cookies and other identifiers to collect Non-Personal Data, such as your gender, age, industry, interests, etc., but we do not control how third parties use these technologies.

Acceptance of these anonymous identifiers is not required for site functionality. You may adjust your browser settings or use other means to prevent cookies from being placed on your device but doing so may result in reduced functionality and a less personalized browsing experience.

We use a tool called "Google Analytics" to collect information about use of this Website. Google may use and share information collected about you in accordance with the [Google Analytics Terms of Use](#) and the [Google Privacy Policy](#). We will not merge Personally Identifiable Information with Non-Personal Data without your prior affirmative (i.e., opt-in) consent to that merger. You can prevent Google Analytics from recognizing you on return visits by disabling cookies or by [opting out](#) of Google Analytics.

Use of Information

Assured SPC will not use or disclose to any third parties the information it collects from this Website, except as provided by this Privacy Policy.

Non-Personal Data

Assured SPC uses Non-Personal Data in ways including, but not limited to:

- Improving the usability and design of the website;
- Evaluating and improving the content of the website;
- Diagnosing problems with the website; and
- Assessing the interests and demands of visitors to the website.

We may share your Non-Personal Data with third parties or permit third parties to place cookies, tags, web beacons, and other anonymous identifiers to collect additional Non-Personal Data when you browse the website. We or third parties may use the collected Non-Personal Data to serve advertisements and targeted advertisements to you before, during, and after your visit to the website.

Personal Information

Once collected, we may use your Personally Identifiable Information in a variety of ways including, but not limited to:

- Answering your emails or online requests;
- Delivering and processing surveys and newsletters;
- Personalizing and improving the usability of the website;

- Fulfilling and/or delivering products and services requested by you; and
- Keeping you informed about events.

We will not share your Personal Information with third parties except where:

- You have given your express consent to share the information with third parties;
- Assured SPC, in its good-faith judgment, determines it needs to provide your information to a third party in order to deliver services you requested; or
- Disclosure is required by law or to protect the rights, property, or personal safety of personnel of Assured SPC, or members of the general public.

Assured SPC does not and will not sell personal information.

Your right to Know

You have a right to request what categories of information and what specific Personal Information we have collected about you, how we use and disclose it.

You have a right to request what we know about your Personal Information. To exercise this right, you can complete the "[California Consumer Request](#)" form on the Assured SPC website stating in the message section that "you are exercising Your Right to Know your personal information". To fulfill your request, we will need to verify that you are who you say you are. To do this, you will need to provide us with your first name, last name and one other non-public information about you that we can verify against our records. If we cannot verify that we have your personal information then we will provide you the categories of information that we have collected for your requested person.

Your right to Request Deletion

You have a right to request that we delete your Personal Information. To exercise this right, you can complete the "[California Consumer Request](#)" form on the Assured SPC website stating in the message section that "you are requesting deletion of your personal information". To fulfill your request, we will need to verify that you are who you say you are. To do this, you will need to provide us with your first name, last name and two other items of non-public information about you that we can verify against our records. If we cannot verify that we have your personal information then we cannot fulfill your request. As stated above, you can be assured we do not and will not sell your information.

Opting Out of Marketing activities

Visitors who wish to opt out of marketing communications may reply to any marketing communication with the subject line "Unsubscribe."

You may also block or disable cookies on your device, thereby restricting the collection of Non-Personal Data enabled through the use of cookies. Using [Google Ads Settings](#), you can opt out of Google Analytics for Display Advertising and customize Google Display Network ads. For more information about opting out of Google Analytics tracking, you may visit Google Analytics' [currently available opt-outs](#).

Do Not Track

Except as described in this Privacy Policy, Assured SPC does not track information about visitors to the Website or share Personally Identifiable Information about visitors with third parties. Third parties who receive Non-Personal Data from Assured SPC, however, are not required to honor browser “Do Not Track” requests, and we do not control what those third parties may do with the data.

Information Transmitted Is Not Secure

We work to ensure that access to the Assured website is secure. But you should assume that any information sent to Assured SPC by e-mail or through the Website is not secure and is done so on a non-confidential basis only. If you choose to send information to us over the Internet, including by e-mail or contact form, you do so at your own risk.

International Data Transfers

Assured SPC’s website is hosted on our web servers in the United States. If you are located in a non-US jurisdiction, your provision of Personal Information or other access to our Website constitutes your transfer of such data to the United States, a jurisdiction that may not provide a level of data protection equivalent to the laws in your home country.

Links to Other Sites

Assured SPC’s website may include links to other Internet sites that are beyond our control. We are not responsible for the content of any such sites, makes no representations regarding any such sites, and does not necessarily endorse or approve of the information, material, products or services contained on or accessible through any such sites. You acknowledge and agree that your linking to other sites, your use of such sites, and your use of any information, material, products and services offered by such sites, are solely at your own risk.

Updates

Assured SPC will occasionally update this Privacy Policy. We encourage you to periodically review this Privacy Policy to be informed of how we protect your information.