

ASSURED LIFE ASSOCIATION

A Fraternal Benefit Society

PRIVACY NOTICE – PERSONAL INFORMATION

Assured Life Association (hereafter referred to as “Assured Life”) is committed to protect the information you share with us as confidential. This notice describes the Personal Information (PI) we collect, how we use it, and how we protect it. This notice applies to our current and former customers.

PI We May Collect About You

This information may include your:

- Name
- Birth Date
- Income
- Medical and Similar Information
- Address
- Social Security Number
- Bank Account
- Employment

We may collect PI about you from the membership application or other forms, and your financial transactions with us. We also collect information through contracted third-party sources such as consumer reporting agencies, identity verification services, government agencies, and medical information bureaus.

How We Protect Your PI

Assured Life *does not* sell the names and addresses of our members to any vendor of goods or services. We maintain the highest level of confidentiality of your personal and financial information. The employees of Assured Life have been trained as to the importance of the confidentiality of all information, and only have access to information to provide service to you. We maintain physical, technical and administrative safeguards to protect the information we receive about you in compliance with federal and state law.

Disclosure of Your Information

Assured Life may make disclosures of your PI when it is necessary to conduct our business, or where it is permitted or required by law. We may disclose information about you to nonaffiliated business associates to complete necessary business transactions on your application or certificate; to comply with legal requirements; to respond to a judicial process or government regulatory authority; to service your certificate; to allow third parties to perform insurance or other functions on our behalf; and to our fraternal partners so you will receive fraternal benefits. No business associate agreement allows the sale of the names and addresses of our members, nor may they disclose or use the information we provide or they collect for any other purpose than to provide the services required under contract.

Your Rights

You have the right to request a copy of the PI we have about you. If we receive a verifiable request, we will provide you a copy of your PI within 30 days, as long as the information is reasonably locatable and retrievable. You have the right to correct, amend or delete PI we may have recorded about you. We will respond to your written request to correct, amend, or delete personal information about you, within our possession, within 30 business days from the date your request is received.

For Nevada Residents

Nevada law also requires us to advise you of your option to be placed on our internal “do not call” list. This will prevent you from receiving sales calls from Assured Life. You may make this request by:

- Call 1-800-777-9777 and speak with a customer service representative
- Write us at the address below
- Email us at: assuredservice@assuredlife.org

If you have questions about this notice, contact us at the address listed below, or you may contact the Nevada Attorney General’s office at:

Office of the Nevada Attorney General
Bureau of Consumer Protection
555 E. Washington Avenue; Suite 3900
Las Vegas, NV 89101
Phone: (702) 486-3132
Email: BCPINFO@ag.state.nv.us

Options Available to You

Because Assured Life does not share your information without your permission, except as permitted or required by law, there is no need to contact us. If you have any questions or concerns, contact us at:

**Assured Life Association
PO Box 3169
Englewood, CO 80155
1-800-777-9777**

All privacy notices are available on our website at:

www.assuredlife.org

Click on the “About Your Privacy” link