

# ASSURED LIFE ASSOCIATION

## PRIVACY NOTICE – PERSONAL INFORMATION

### Introduction

Privacy is an ever-growing topic of great concern and importance to all of us. As a member of Assured Life Association (“Assured Life”), you have placed a great deal of trust in your organization to protect that privacy. We take that trust very seriously in our relationship with you, and vow to protect the personal and financial information that you share with us as confidential.

### Information We Collect About You

As a result of your application for membership in Assured Life, you have provided us with certain non-public personal information about yourself. This information may include you:

- Name and Address
- Birth Date
- Social Security Number
- Marital Status

You may also have provided us with employment, bank/financial and medical information and authorized us to obtain additional information concerning your health history in order to properly underwrite your certificate. Based upon this authorization, only the minimum amount of information necessary to underwrite your application is collected.

### How We Handle Your Personal Information

**First and foremost, Assured Life *does not* sell the names and addresses of our members to any vendor of goods or services.** We maintain the highest levels of confidentiality concerning your non-public personal and financial information. The employees of Assured Life have been trained as to the importance of the confidentiality of all information that they come into contact with regarding individual files, and only have access to that information to provide service to you. Service may be in the form of underwriting your insurance application, processing transactions or administering claims that you request or authorize.

### Disclosure of Your Personal/Financial Information

Assured Life may from time to time utilize business associates (third party administrators, billing companies, data processing companies, or companies that provide general administrative services) to provide service to Assured Life and ultimately you as a member. All business associate agreements contain confidentiality clauses with regard to the information that they have access to in order to provide the services required. **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.** There are no other affiliated financial institutions or non-affiliated companies or organizations that have access to your non-public personal or financial information, except pursuant to ***your specific authorization.***

**Assured Life does not share or sell the names and addresses of our members without permission.** We may make disclosures to other organizations or governmental agencies as permitted by law, such as in the case of fraud detection or other inquiry by a regulator. We are also permitted to share your information with organizations that perform services for us or on our behalf, such as reinsurance, printing and mailing.

**A FULL DISCLOSURE OF HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED IN CONJUNCTION WITH YOUR MEDICARE SUPPLEMENT INSURANCE CERTIFICATE, AND HOW YOU CAN GET ACCESS TO THIS INFORMATION, IS CONTAINED IN OUR “NOTICE OF PROTECTED HEALTH INFORMATION PRIVACY PRACTICES.”** You should have received a copy of this notice at time of enrollment. You may also request a copy of the notice by contacting us at the address below.

**Disclosure of Former Members Information**

If you are no longer a member of Assured Life, we will not disclose your information to other organizations other than as permitted or required by law.

**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, please contact us at:

**Enterprise Privacy Office  
Assured Life Association  
PO BOX 2397  
Omaha, NE 68103-2397**

**All privacy notices are available on our website at:**

**[www.assuredlife.org](http://www.assuredlife.org)**

**Click on the “About Your Privacy” link.**