

ASSURED LIFE ASSOCIATION

CALIFORNIA PRIVACY NOTICE – PERSONAL INFORMATION

Introduction

Privacy is 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 us to protect that privacy. We take that trust very seriously and vow to protect the information that you share with us.

Information We Collect About You

When you applied for membership you provided us with certain personal information about yourself. This information may include your:

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

You may also have provided us with employment, bank/financial and medical information. You may have authorized us to obtain information about your health history in order to properly underwrite your certificate.

How We Handle Your Personal Information

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 information. The employees of Assured Life are trained to protect the confidentiality of your information. They only have access to the information they need to provide service to you. Service may be in the form of underwriting your insurance application, processing your transactions or administering your claims.

Disclosure of Your Personal Information

Assured Life may make disclosures when it is permitted or required by law. For example, we may make disclosures to:

- Third parties that help administer your certificate.
- Other entities for fraud detection and prevention.
- Regulators.

Assured Life may use billing companies, data processing companies, or companies that provide general administrative services. Agreements with the third parties contain clauses that require them to protect the information. **It does not allow them to disclose or use your information for any other purpose than to provide the services.** No one else has access to your personal information, unless you ***give us your permission.***

Assured Life does not share or sell the names and addresses of our members without permission.

A NOTICE OF HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION, IS CONTAINED IN OUR “NOTICE OF PROTECTED HEALTH INFORMATION PRIVACY PRACTICES.” You received a copy of this notice with your certificate. You may request another 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

Click on the “About Your Privacy” link.