

Polly Insurance Agency Platform SUPPLEMENTAL PRIVACY NOTICE

Last Updated: April 7, 2023

At Polly Insurance Agency, LLC and our affiliated companies (collectively, “Polly Insurance”), we value not only your business, but also your privacy. This Supplemental Privacy Notice describes the types of personal information we collect or obtain when you use our Platform. We also describe the reasons why we collect or obtain this information, how we may use the information, with whom we may share this information, how we safeguard this information, and more. We will not collect, obtain, use, or share personal information except as described in the [Polly Insurance Privacy Policy](#) and this Supplemental Notice, unless you consent.

We encourage you to read this Supplemental Notice carefully so you can better understand our policies and practices regarding your personal information. Please also note that by choosing to use our Platform, you agree to those policies and practices. If you do not agree with them, you should choose not to use our Platform.

We may change this Supplemental Notice periodically (see “Changes to this Notice,” below). You agree to any changes we make if you continue to use our Platform after we make them, so please be sure to check this Supplemental Notice periodically for any updates.

Personal Information We Collect or Obtain

Depending on the services used, we collect or obtain several types of information from and about users of our Platform, including:

- **Contact information** including name, address, e-mail address, and telephone number(s).
- **Other personal information** including gender, date of birth, marital status, and driver’s license number and expiration date.
- **Car purchase information** including year, make, model, and VIN.
- **Household information** including other drivers (name, date of birth, gender, relationship to you, and driving history) and other vehicles (year, make, model, VIN, ownership/lease status).
- **Driving history information** including accidents, insurance claims, damages, and tickets/violations for you and for any other drivers to be included on your policy.
- **Insurance-related information** including current insurance status, coverage limits, and premiums; desired coverage limits; information used to determine insurance premium discounts (such as home ownership, bundling preferences, and payment preferences); and information on your preferences in choosing insurance carriers.
- **Carrier-specific information** required by the particular insurance carrier you select, including miles driven, vehicle use, and other risk factor information.

- **Payment information** including ACH information (bank, account number, routing number) or credit card information (number, expiration date, and CVV). *We do not store this information.*
- **Finance application information** such as social security number and employment/income information.
- **Automatically-collected information** as described below under “Cookies and Other Tracking.”

We need this information in order to provide you with insurance quotes and related services.

We collect or obtain the information described above from a variety of sources, including:

- You directly, based upon information you enter or provide to your auto dealership for entry.
- The auto dealership where you shop for, purchase or lease a vehicle.
- Insurance brokers and carriers with whom we partner in providing you insurance quotes and coverage.
- Third-party companies (e.g., data providers) that provide additional information concerning your vehicle(s), driving record, and other data.
- Third-parties who provide access from their websites or applications to our Platform.
- Cookies and pixel tags used in connection with our Platform.

Why We Collect, and How We Use, Personal Information

We collect or obtain the information described above for a variety of purposes:

- To provide you with instant, personalized insurance quotes, tailored to your specific preferences and needs.
- To allow you to compare rates from different carriers and review coverage options.
- To assist our insurance carrier partners in the underwriting and quoting process.
- To provide you with options for receiving insurance rates.
- To enable you to purchase your requested insurance.
- To assist an auto dealership in the finance process.

We also use your information for marketing, lead generation, and analytical purposes, to improve our product and processes, to satisfy reporting requirements, to provide customer service, and for other purposes as disclosed in the Polly Insurance Privacy Policy.

Aggregated data that we may use for statistical and analytical purposes includes data derived from personal information and obtained by Polly Insurance from other sources in aggregated, anonymous form that does not identify any individual (such data is referred to as “Aggregate Information”). Subject to applicable laws and regulations, we use Aggregate Information to understand our customers, to develop underwriting and other business models, and to develop, improve and/or market our services.

Cookies and Other Tracking

When you use our Platform, we may collect information from you by automatic means, including cookies and pixel tags. These are small text or electronic files (some of which may be placed on a user's device or browser) that allow us to recognize and remember things about users, count users who have visited our Platform, determine how they got here, track their activity in our Platform and gauge their interests, measure the effectiveness of advertising, improve our Platform, and gather technical information about their devices, browsers, IP addresses, etc. Some cookies are necessary for site security.

You may object to cookies being placed on your computer or device by setting your browser to disable cookies. However, please note that after doing so, some areas of our Platform may not function correctly. Please also note that our Platform is not designed to respond to "do not track" signals or similar requests from devices or browsers.

Sharing and Disclosure of Personal Information

The information we collect and/or obtain about you when you use our Platform (see "Personal Information We Collect or Obtain" above) may be shared with the following third parties, so that you will be able to get insurance quotes and purchase insurance, as well as use the services of third parties:

- Insurance carriers and brokers who participate in providing quotes and offering policies through our Platform.
- The auto dealership or integration partner that initiated your access to our Platform, and third parties who provide services to them.
- Auto loan brokers and lenders who participate in providing you with quotes for financing.
- Third parties necessary for Polly Insurance, your auto dealership, or other third parties to provide you with additional insurance or financing information.
- Third parties you have authorized to receive any of your information from our Platform.
- Third parties, such as Facebook and Google, for marketing, advertising, and analytics.

Finally, we also may disclose information about you if necessary to comply with applicable laws and regulations; to respond to any legal process or other lawful request for information we receive; or to otherwise protect our rights. We may also transfer personal information we have about you in the event we sell or transfer some or all of our business or assets.

To inquire about limiting the sharing of your personal information, please contact us as indicated in the "How To Contact Us" section below.

Notice Regarding Children's Privacy

We do not knowingly or intentionally request, collect, use, or share personal information from children under 13 years of age. If we discover or are notified that this has occurred, we will immediately delete the information from our servers and instruct any third parties with whom we have shared the information to do so as well.

Access, Correction, and Deletion

To learn what personal information we have about you, and to update, correct, or delete that information, please contact us as indicated in the "How To Contact Us" section below. Please note that under certain circumstances we may not be able to honor requests to delete certain information.

Protection of Your Information

We maintain reasonable safeguards in order to protect your personal information from accidental or unauthorized access, use, disclosure, alteration, destruction, or loss. These safeguards include technological measures such as encryption, multi-factor authentication, and password protection; administrative measures such as employee training, periodic risk assessments, and auditing; and physical measures such as access restrictions.

Changes to this Notice

We may update this Supplemental Privacy Notice from time to time in order to reflect changes to our practices or for other operational, legal, or regulatory reasons. Whenever we make any changes to this Notice, we will update the "Last Updated" date above. We encourage you to check our Notice often to always be up-to-date on the current version and to review any updates we have made. By using our Platform, you agree to the Polly Insurance Privacy Policy and Supplemental Privacy Notice in effect at the time of your use.

How to Contact Us

If you have any question, comments, or concerns about this Supplemental Privacy Notice or our privacy practices, or if you would like us to update information we have about you or any preferences you might have given us, please call us at 802-655-9000 and ask to speak to our Compliance Manager. Alternatively, you may email us at Legal@DealerPolicy.com.

Polly Insurance Agency
2300 Saint George Road
Williston, VT 05495
Attn: Legal