

## **AGENCY WEBSITE PRIVACY STATEMENT GUIDELINES**

The P&C insurance agency application in question 3.f. asks if the agency website contains a privacy statement. If not, then a referral comment results. Sometimes an agency will ask for assistance in drafting a privacy statement.

Two things about this issue:

1. a privacy statement is only needed if the website takes private information from applicants for uses handled thru the website, such as application completion, etc.. If the website is used for to provide information ONLY, such as giving information on the agency staff, history, lines of insurance written, carriers used, etc., then no privacy statement is needed.

2. if the agency requests an example website privacy wording, you can give them the following which is from the IIABA Virtual University. Inform them such information is a benefit they can access directly as a member:

**The following was copied from [IIABA's Virtual University](#)**

### **Web Site Privacy Statements**

Because privacy is such an important issue, our legal staff has developed the sample web site privacy statement below. Needless to say, you should use this information only as an example in developing your own web site privacy statement. If your privacy policies differ from those below, then your privacy statement should reflect those differences. As usual, you are best advised to run your completed privacy statement by a qualified attorney to ensure compliance with any state or federal legal requirements.

### **Sample Web Site Privacy Statement:**

**At YOUR AGENCY NAME**, we are committed to protecting your privacy as a visitor to this Web site and as our customer. To our visitors and to our customers, we offer this pledge:

**YOUR AGENCY NAME** is the owner of the information, which is collected on this Web site. We will not sell, disseminate, disclose, trade, transmit, transfer, share, lease or rent any personally identifiable information to any third party not specifically authorized by you to receive your information except as we have disclosed to you in this Privacy Policy.

### **Information Collection**

We will ask you to provide your personal information to us when you enroll for coverage and when you purchase an insurance policy from us. We will also ask you to provide your personal information to us when you send e-mail to us from this Web site. When you enroll for an insurance policy at **YOUR AGENCY NAME**, we will ask you to provide your name, home address, mailing address, telephone number and e-mail address. This information will be provided to the insurance company when you purchase an insurance policy so they can establish you as a policyholder. We will maintain a record of your information at the offices of **YOUR AGENCY NAME** so we can provide you with policyholder service. The employees of **YOUR AGENCY NAME** are each required to sign and acknowledge a Confidentiality And Nondisclosure Agreement. Each employee has been instructed on maintaining the privacy of each customer and the importance of protecting the customer's personal information.

When you purchase an insurance policy from **YOUR AGENCY NAME**, you will pay the premiums with your credit card or personal check. If you use your credit card to pay the premium, your credit card information is deleted from our records after your purchase has been authorized. A transaction number will be provided to you on your Binder Of Insurance. You may use this transaction number as a reference to the credit card purchase. We do not keep a record of your credit card information. If you pay the premium using your personal check, we will keep a copy of your check in your file.

When you send us e-mail from this Web site, you will provide us with certain personally identifiable information including your e-mail address.

### **Cookies**

A cookie is a piece of data that is stored on a visitor's hard drive while they are visiting this Web site. We may utilize a short-lived form of cookie when you visit this site. At **YOUR AGENCY NAME**, a cookie is only used to identify one unique visitor from another visitor during a particular session. A session is the period of active site-use while that unique visitor is linked to our server. We may use cookie technology during a session as a tool to carry forward your input information during the enrollment process. This enables the visitor to input their information once and have the information appear later during the enrollment process. No personally identifiable information is stored on the cookie. The cookie expires and

is deleted from the visitor's computer as soon as they close their browser or if they are not actively browsing our Web site for more than 20 minutes. Should a previous visitor to our Web site return for a new session, they will be issued a new cookie and in no way will they be recognized as a visitor from a previous visit or session.

### **Third Party Links**

This Web site may contain links to third party Web sites that are not controlled by YOUR AGENCY NAME. These third party links are made available to you as a convenience and you agree to use these links at your own risk. Please be aware that **YOUR AGENCY NAME** is not responsible for the content of third party Web sites linked to **YOUR AGENCY NAME** nor are we responsible for the privacy policy or practices of third party Web sites linked to **YOUR AGENCY NAME**. Our Privacy Policy only applies to information we collect from you while you are at and while you are actively in a session with **YOUR AGENCY NAME**. If you should link to a third party Web site from **YOUR AGENCY NAME**, we strongly encourage you to review and become familiar with that Web site's privacy policy.

### **Changes In Our Privacy Policy**

We reserve the right to change this Privacy Policy without providing you with advance notice of our intent to make the changes.

If you have any questions about our privacy policy, please feel free to contact us at:

### **AGENCY CONTACT INFORMATION**

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