

NOTICE OF PRIVACY PRACTICES

Effective: November 15, 2025

This Notice at Collection applies to California residents (“you” or “your”) and describes Supersure Insurance Agency, LLC’s (“Supersure,” “we,” “our,” or “us”) collection, use, and disclosure of your Personal Information in connection with your use of our website at www.Supersure.com (the “Site”) and the products and services we provide (collectively, the “Services”), except for Services primarily for household, family, or personal use or for which we act as a service provider to another entity. “Personal Information” is non-public information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked to an individual.

By using our Site or Services you are agreeing to this Notice and our Privacy Policy. If you do not agree to any of these terms, please do not use our Services. For more details about our collection, use, and disclosure of your Personal Information, please review our Privacy Policy at supersure.com/privacy.

Information We Collect and Why We Collect It

The following table describes the categories of Personal Information we collect and the purpose for our collection.

Personal Information We May Collect	Why We Collect It
Identifiers and contact information, such as name, phone number, postal address, email address, age, and date of birth.	• To provide our Services and communicate with you • To market our Services • To assist with operational functions
Professional or employment-related information, such as job title, business contact information, domain, industry, location of headquarters, and company size.	• To provide our Services and communicate with you • To market our Services • To assist with operational functions
Any categories of Personal Information described in Cal. Civ. Code § 1798.80(e), such as identifiers, contact information, and signature	• To provide our Services and communicate with you • To market our Services • To assist with operational functions
Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer’s interaction with an Internet Web site, application, or advertisement.	• To provide our Services • To market our Services • To assist with operational functions
Commercial information (e.g., records of personal property, products or service purchased, obtained, or considered).	• To provide our Services • To market our Services • To assist with operational functions
Personal information collected and analyzed concerning a consumer’s health (for individuals seeking a personal product or service).	• To provide our Services
Geolocation data.	• To assist with operational functions • Data analytics • To market our services • To implement technology and system improvements

We do not use or disclose your sensitive Personal Information for any purposes other than those permitted by law (e.g., as necessary to provide products or Services you have requested, legal compliance, etc.).

Whether We Sell or Share Personal Information and the Right to Opt-Out of Selling or Sharing

Although we do not currently sell Personal Information or engage in cross-context behavioral advertising (sometimes called “sharing”), you can still opt-out of selling/sharing, by emailing your request to legal@supersure.com or by using an opt-out preferences signal, such as the Global Privacy Control (GPC) on browsers and/or browser extensions that support such a signal. To download and use a browser supporting the GPC browser signal, click here: <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

Data Retention

We may retain each category of Personal Information for as long as needed or permitted based on your relationship with us, our legal and regulatory obligations, and our need to retain information for normal business purposes, including marketing. The criteria we use to determine our retention period includes:

- how long the Personal Information is needed to provide our Services to you;
- the type of Personal Information collected;
- how recently you engaged with us and the nature of that engagement;
- whether we are legally or contractually required to maintain your information for a certain period of time; and
- other legal considerations (e.g., statutes of limitations).