

## PRIVACY POLICY

### Effective Date

This Privacy Policy is effective as of, and was last updated on, November 15, 2025.

### Scope

This Privacy Policy describes Supersure Insurance Agency, LLC's ("Supersure," "our," "us," or "we") policies regarding the treatment of Personal Information we collect about you when you visit our website at [www.Supersure.com](http://www.Supersure.com) (the "Site"), purchase an insurance product through us, or otherwise engage with us (collectively, the "Services"), including after we no longer provide those Services to you. "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.

When you use our Services, you agree to our collection, use, and disclosure of Personal Information about you as described in this Privacy Policy. If you do not provide us with Personal Information we request, we may not be able to provide you with our Services or your experience with those Services may be impaired.

To the extent the Services are primarily for personal, family, or household use, this Privacy Policy is supplemented by our Gramm-Leach-Bliley Act ("GLBA") Privacy Notice, [supersure.com/glba](http://supersure.com/glba). This Privacy Policy does not address Personal Information we obtain as a service provider (e.g., Personal Information of employees of our commercial customers) and may be supplemented by other privacy notices and disclosures during the application process.

### Collection of Personal Information

The Personal Information we collect generally includes: (1) Personal Information about you that is needed to provide our Services; and (2) Personal Information that assists us in marketing our Services. Below you will find a chart that describes the categories of Personal Information we, or service providers or contractors on our behalf, have collected, where that Personal Information came from, and the purpose for the collection of that Personal Information, all within the past 12 months. Please note that these are categories of Personal Information as they are set forth under applicable state laws and across our various product lines. We did not necessarily collect all of the specific pieces of Personal Information listed for any given person or product. In addition to Personal Information, when permitted by applicable law, we may also collect, use, and/or disclose anonymous, de-identified, and/or aggregate data that is not linked to a particular individual.

For purposes of this Privacy Policy, "operational functions" include things like auditing our Services, understanding how our Site is used, improving our Services, security, preventing fraud, and for legal compliance purposes.

| Personal Information We May Collect                                                                                                                            | Where We Get It                                                                                          | Why We Collect It                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identifiers and contact information, such as name, phone number, postal address, email address, age, and date of birth.                                        | <ul style="list-style-type: none"><li>• Directly from you</li><li>• Third-party data enrichers</li></ul> | <ul style="list-style-type: none"><li>• To provide our Services and communicate with you</li><li>• To market our Services</li><li>• To assist with operational functions</li></ul> |
| Professional or employment-related information, such as job title, business contact information, domain, industry, location of headquarters, and company size. | <ul style="list-style-type: none"><li>• Directly from you</li><li>• Third-party data enrichers</li></ul> | <ul style="list-style-type: none"><li>• To provide our Services and communicate with you</li><li>• To market our Services</li><li>• To assist with operational functions</li></ul> |

|                                                                                                                                                                                                                                          |                                                                                                                                                                 |                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Any categories of Personal Information described in Cal. Civ. Code § 1798.80(e), such as identifiers, contact information, and signature                                                                                                 | <ul style="list-style-type: none"> <li>• Directly from you</li> </ul>                                                                                           | <ul style="list-style-type: none"> <li>• To provide our Services and communicate with you</li> <li>• To market our Services</li> <li>• To assist with operational functions</li> </ul>                          |
| 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. | <ul style="list-style-type: none"> <li>• Advertising third parties</li> <li>• From your interactions with our Site or email communications</li> </ul>           | <ul style="list-style-type: none"> <li>• To provide our Services</li> <li>• To market our Services</li> <li>• To assist with operational functions</li> </ul>                                                   |
| Commercial information (e.g., records of personal property, products or service purchased, obtained, or considered).                                                                                                                     | <ul style="list-style-type: none"> <li>• Directly from you</li> <li>• Third-party data enrichers</li> </ul>                                                     | <ul style="list-style-type: none"> <li>• To provide our Services</li> <li>• To market our Services</li> <li>• To assist with operational functions</li> </ul>                                                   |
| Personal information collected and analyzed concerning a consumer's health (for individuals seeking a personal product or service).                                                                                                      | <ul style="list-style-type: none"> <li>• Directly from you or from those you direct us to</li> </ul>                                                            | <ul style="list-style-type: none"> <li>• To provide our Services</li> </ul>                                                                                                                                     |
| Geolocation data.                                                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Directly from you</li> <li>• From your device when using our Services</li> <li>• Third-party data enrichers</li> </ul> | <ul style="list-style-type: none"> <li>• To assist with operational functions</li> <li>• Data analytics</li> <li>• To market our services</li> <li>• To implement technology and system improvements</li> </ul> |

As reflected above, we process and collect your Personal Information as necessary for performing our contract or our legitimate interests in informing you about our Services and providing you with our Services and the products you request. For purposes of the above chart, when we collect Personal Information directly from you, this includes, for example, when you input the information into a form or upload documents containing the information to us or our service providers.

### What Personal Information We Disclose and To Whom

Below you will find a chart that generally describes the categories of Personal Information we have disclosed and the purpose for the disclosure of that Personal Information, all within the past 12 months.

| What Personal Information Do We Disclose?                                                                               | To Whom Do We Disclose It?                                                                                                                                                                                         | Why Do We Disclose It?                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identifiers and contact information, such as name, phone number, postal address, email address, age, and date of birth. | <ul style="list-style-type: none"> <li>• Service providers (e.g., sales, customer service, and information technology providers)</li> <li>• Insurers and insurance agents</li> <li>• Marketing partners</li> </ul> | <ul style="list-style-type: none"> <li>• To provide you with our Services</li> <li>• To market our Services</li> <li>• To measure and improve our Site</li> </ul> |
| Professional or employment-related information (e.g., job title, business contact information, domain,                  | <ul style="list-style-type: none"> <li>• Service providers (e.g., sales, customer service, and information technology providers)</li> <li>• Insurers and insurance agents</li> </ul>                               | <ul style="list-style-type: none"> <li>• To provide you with our Services</li> <li>• To market our Services</li> <li>• To measure and improve our Site</li> </ul> |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| industry, location of headquarters, and company size).                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Marketing partners</li> </ul>                                                                                                                                             |                                                                                                                                                                   |
| Any categories of Personal Information described in Cal. Civ. Code § 1798.80(e), such as identifiers, contact information, financial information, and signature.                                                                         | <ul style="list-style-type: none"> <li>• Service providers (e.g., sales, customer service, and information technology providers)</li> <li>• Insurers and insurance agents</li> <li>• Marketing partners</li> </ul> | <ul style="list-style-type: none"> <li>• To provide you with our Services</li> <li>• To market our Services</li> <li>• To measure and improve our Site</li> </ul> |
| Commercial information (e.g., records of personal property, products or service purchased, obtained, or considered).                                                                                                                     | <ul style="list-style-type: none"> <li>• Service providers (e.g., sales, customer service, and information technology providers)</li> <li>• Insurers and insurance agents</li> <li>• Marketing partners</li> </ul> | <ul style="list-style-type: none"> <li>• To provide you with our Services</li> <li>• To market our Services</li> <li>• To measure and improve our Site</li> </ul> |
| 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. | <ul style="list-style-type: none"> <li>• Service providers (e.g., sales, customer service, information technology, and analytics providers)</li> <li>• Marketing partners</li> </ul>                               | <ul style="list-style-type: none"> <li>• To provide you with our Services</li> <li>• To market our Services</li> <li>• To measure and improve our Site</li> </ul> |
| Geolocation data.                                                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Service providers (e.g. data analytics providers)</li> <li>• Marketing partners</li> </ul>                                                                                | <ul style="list-style-type: none"> <li>• To assist with operational functions</li> <li>• To market our services</li> </ul>                                        |

In addition to the above, in certain circumstances, as permitted by law, we might disclose some Personal Information without an explicit authorization from you. For example, we may disclose your Personal Information to insurance regulatory authorities, law enforcement, and similar authorities to comply with applicable law or legal process, protect our interests, or prevent or prosecute fraud. Your Personal Information may also be transferred in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction.

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.).

### **Third Party Sharing**

We do not disclose Personal Information to non-affiliated third parties, but we do use digital tracking technologies. See this Privacy Policy's "Digital Technologies" section for additional information. Where permitted by applicable law, we may disclose Personal Information to our affiliates.

### **Children's Information**

Our Site and Services are intended for users age 16 and over. No one under the age of 16 may provide any Personal Information on the Site. We do not knowingly collect Personal Information from children under 16 and therefore, we do not sell or share such Personal Information. If you are under 16, do not use or provide any Personal Information on the Site. If we learn we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete that Personal Information. We do not knowingly solicit or accept Personal Information from individuals under 13 years old.

### **How Long We Retain Your Personal Information**

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).

### **Digital Technologies**

We use various digital tracking technologies to gather information about you when you interact with the Site, email communications, or our Services. These tracking technologies include technologies such as cookies, web or hardware, pixels, log files, local shared objects, and similar technologies. Certain information about your use may be collected automatically, including, but not limited to:

- details of your visits to and information generated in the course of your use of the Site (including the timing, frequency, and pattern of service use) including, but not limited to, traffic data, location data, weblogs and other communication data, the resources that you access, and how you reached our Site;
- details regarding the device you use to access our Services, including but not limited to your operating system, and browser type;
- information about how you interact with our ads and newsletters, including whether you open or click links in any correspondence; and
- information that you make available to us on social media platforms, such as by clicking on a social media icon linked from our Site or Services, including your account ID or username and other information included in your posts.

We use the information gathered via these technologies to maintain and optimize our Site (e.g., improving security, fixing bugs, preventing website crashes), understand traffic and usage patterns, associate information with a particular user or device, personalize your experience, and for marketing purposes (e.g., generating leads and tailoring our marketing efforts). Our partners may also supplement this data with the same or similar categories of Personal Information they have collected about you.

The cookies on the Site may be session cookies (i.e., last only for one browser session) or persistent cookies (i.e., continue in your browser until they are deleted or expire). Some of the cookies we use may be flash cookies or Adobe cookies, which may contain demographic information and depending on your browser, these cookies may not normally be deleted when your cookies are deleted. Please check your browser to determine where these types of cookies are stored and how they may be deleted. Among other cookies, we use Google Analytics. You can learn more about how those cookies work by visiting “How Google uses information from sites or apps that use our services,” located at <https://policies.google.com/technologies/partner-sites>. You may install a Google Analytics Opt-out Browser Add-on by visiting <https://tools.google.com/dlpage/gaoptout>.

You can learn more about cookies, see what cookies have been set on your computing device, and learn how to manage and delete them by visiting <http://allaboutcookies.org>.

While we recommend that you leave cookies turned on, as they allow you to take advantage of some of the features of the Site, you have the ability to control our cookies. Specifically, you can configure your browser settings to (i) receive notifications when you are receiving new cookies, (ii) disable cookies, or (iii) delete cookies. Please refer to your Web browser's help section for information on how to do this. If you elect not to allow cookies to be placed, you may not be able to use or to enjoy all of the services and features of the Site.

We rely on partners, such as Google Analytics, to provide many features of our Site and Services and provide us data about your use. This information may be collected through cookies, web beacons, and other tracking technologies, as well as through your web browser or device. These tracking technologies may be used for the following purposes:

- Analytics: Allowing us to understand how our Services are being used, track site performance, and make improvements.
- Site Operations: Enabling features that are necessary for providing you the Services on our Site, such as identifying you as being signed in, tracking content views, and remembering your preferences.

Your browser or device may include “Do Not Track” functionality. At this time, we do not alter our Site’s data collection and use practices in response to Do Not Track signals. We do, however, respect opt-out preference signals. 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 [privacy@supersure.com](mailto:privacy@supersure.com) or 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.

### **Your Rights and Abilities**

If you are a California resident, you have the following rights:

- the right to know and access what Personal Information we have collected about you, including the categories of Personal Information, categories of sources from which we collected the Personal Information, the purpose for our collection, selling, or sharing of your Personal Information, and the categories of third parties to whom we disclose Personal Information;
- the right to request the correction of any inaccurate Personal Information;
- the right to request that we delete your Personal Information, subject to certain exceptions;
- the right to not receive discriminatory treatment for exercising your privacy rights;
- the right to opt-out of the sale or sharing of your Personal Information.

If you are an agent authorized to make a request on a California resident’s behalf, please indicate that when submitting your request. Agents must generally provide a signed authorization evidencing their authority to act on behalf of another individual.

Certain information we collect may be exempt from these rights, for example, because it is public information (i.e., it is made available by a government entity) or covered by a specific federal privacy law, such as the Gramm-Leach-Bliley Act, the Health Insurance Portability and Accountability Act, or the Fair Credit Reporting Act.

Certain states (e.g., Arizona, California, Connecticut, Georgia, Illinois, Kansas, Maine, Massachusetts, Minnesota, Montana, Nevada, New Jersey, North Carolina, Ohio, Oregon, Virginia, and Wisconsin) provide consumers with a right to access or correct Personal Information collected about them. For additional information regarding our privacy practices or your rights, you may contact us using the information in the “Contact Us” section below.

### **How to Submit a Request to Know, Access, Correct, or Delete**

If you would like to submit a request to know, access, correct, or delete your Personal Information, you can email your request to [privacy@supersure.com](mailto:privacy@supersure.com), contact us at the following number: 877-897-7873, or you or your authorized agent may complete [this webform](#).

Once you submit your request, we will take commercially reasonable steps to verify your identity, including confirming certain information you provide against the information in our files about you (e.g., your email address, name, phone number, or other identifying details associated with your account or prior interactions with us). Once we have verified your request, we will make good faith efforts to evaluate and act on your request, but there may be circumstances in which we might not grant your request (e.g., if you submit a request to delete that would violate our

recordkeeping obligations). If we deny your request, we will tell you why unless we are prohibited from doing so by law.

**Safeguarding the Personal Information We Collect**

We will seek to protect your Personal Information with appropriate safeguards and security measures. We seek to restrict access to your Personal Information to personnel who need that information to provide you with our products or services. We train our employees to familiarize them with our Privacy Policy and the procedures necessary to safeguard your Personal Information. We maintain physical, electronic, and procedural safeguards to protect your Personal Information. We strive to maintain a secure office and computer environment, and we back-up our systems as appropriate.

**Consent to Receive Text Messages**

You are not required to consent to receiving text messages from Supersure. By providing your phone number and opting in, you consent to receiving text messages from Supersure regarding your inquiry, our Services, or related legal matters. Message and data rates may apply. You can opt out of receiving text messages at any time by replying "STOP" to any text message you receive from us. Please note that opting out may limit our ability to communicate with you regarding your inquiry or Services.

**Policy Updates**

We may amend this Privacy Policy at any time in our sole discretion. Please re-visit this page periodically to stay aware of any changes. If we modify this Privacy Policy, we will post the updated privacy policy to our Site and update the effective date at the top of this Privacy Policy. Your continued use of our Site after a revised privacy policy becomes effective indicates that you have read, understood, and agreed to the revised privacy policy.

**Contact Us**

If you have any questions or concerns related to our Privacy Policy and procedures, please contact us by phone at 877-897-7873 or by email at [privacy@supersure.com](mailto:privacy@supersure.com).