

PRIVACY POLICY

Thank you for visiting The Insurance Shop, LLC. We respect your privacy and want you to understand the ways in which we collect and use the information provided online.

This Internet Privacy Policy applies to www.rocinsurancegroup.com and other websites or mobile applications that link to this Policy (the "Online Services"). It does not apply to any non-The Insurance Shop, LLC websites or mobile applications that you may access via the Online Services. Such services are governed by the privacy policies appearing on those sites and applications. Depending upon your relationship with us, you may receive other privacy notices from us providing additional detail about our privacy practices

How We Collect Personal and Non-Personal Information Through the Online Services

We collect two kinds of information through the Online Services: non-personal information and personal information.

The non-personal information we collect includes: the visitor's browser type, device type, and operating system; area(s) of the Online Services visited; date and time of access; host or Internet service provider (ISP) information; and identity of the referring site (any site from which the visitor accessed the Online Services).

We also collect personal information that can identify a visitor or user, including but not limited to name, address or other contact information, policy information or information provided for roadside assistance services, but only when you voluntarily provide it. In addition, certain of the Online Services may collect precise information about the location of your mobile device but only with your express consent. Once you have consented to the collection of the precise location of your mobile device, you may adjust this consent by managing your location services preferences through the settings of your mobile device.

Children's Privacy

The Insurance Shop, LLC does not seek or knowingly collect personal information from children under the age of 13, and we request that children do not provide information through the Online Services.

How We Use Your Information

We may use the information we collect through the Online Services for several purposes, including:

- To provide you with products, services, or information you request;
- To process orders;
- To provide you with information about the Online Services or required notices;
- To deliver marketing communications or promotional materials that may be of interest to you;
- To improve the services we provide and the usefulness of the Online Services;

- To customize your experience when using the Online Services;
- To comply with applicable laws and regulations;
- To perform research; and
- To prevent and detect fraud, infringement, and other potential misuse.
- We may also anonymize, combine, or aggregate any of the information we collect through the Online Services or elsewhere for any of these purposes or for analyzing usage statistics and trends.

If you provide us with personal information, we will not sell, license, transmit, or disclose this information outside of The Insurance Shop, LLC unless: (1) you expressly authorize us to do so; (2) it is necessary to allow our contractors or agents to provide services for us; (3) it is necessary to provide our products or services to you; (4) it is disclosed to entities that perform marketing services on our behalf or to other entities with whom we have joint marketing agreements; (5) in connection with a merger, consolidation, acquisition, divestiture, or other corporate restructuring; or (6) it is otherwise required or permitted by law.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

How We Use “Cookies” and Other Data Collection Tools

The Insurance Shop, LLC may place electronic “cookies” in the browser files of your computer or mobile device when you access a The Insurance Shop, LLC website. Cookies are pieces of information that a The Insurance Shop, LLC website transfers to your computer or mobile device to enable our systems to recognize your browser and to tailor the information on our websites to your interests. For example, if you previously visited a The Insurance Shop, LLC website and accessed your account information or inquired about particular services over the website, cookies enable us to present information tailored to your account and/or those particular interests the next time you visit the website. Moreover, The Insurance Shop, LLC or our third party service providers or business partners may place cookies on your computer or mobile device that can be matched to other personal information we maintain about you to pre-populate certain online forms for your convenience. We also use cookies to analyze visitors’ use of our websites. This analysis helps us better understand which areas of our sites are most useful and popular so we can plan improvements and updates accordingly.

Many web browsers are automatically set to accept cookies. You may change your web browser settings to either reject cookies or to notify you when a cookie is about to be placed on your computer or mobile device. Please note, however, that rejecting cookies while visiting any of our websites may result in certain parts of the website not operating as efficiently as if the cookies were allowed. For example, if you reject cookies from our websites, you may not be able to access a preferred location, view a customized default home page or pre-populated form or easily access your recently visited links or pages.

We and our service providers or third-party ad servers may also use cookies or similar technologies to collect information about your browsing activities over time and across different websites following your use of the Online Services. While, as described above, you may have the opportunity to control the use of cookies through your web browser, we do not currently respond to web browser “Do Not Track” signals or other mechanisms that provide a method to opt out of the collection of information across the networks of websites and online services in which we participate. If we do so in the future, we will describe how we do so in this Online Privacy Policy. For more information about Do Not Track, please visit www.rocinsurancegroup.com.

Security of Internet Communications

The Internet is not a secure medium. We employ reasonable administrative, technical and physical safeguards to protect personal information. When you enter sensitive information (such as a credit number or social security number) on our websites, we encrypt that information using secure socket layer technology (SSL) or similar technology during its transmission to our web site. Unfortunately, no method of transmitting or storing data can be guaranteed to be 100 percent secure, and we do not assume any responsibility for any harm, loss or damage you may experience from transmission of information by or to The Insurance Shop, LLC over the Internet. If you believe that the security of any account you might have with us has been compromised, please contact us using one of the methods described below.

We restrict access to personal information collected about you at our web sites to our employees, our affiliates' employees or others who need to know that information to provide services to you or in the course of conducting our normal business operations.

How to Contact Us and Access and Correct Your Information

If you have a question or would like to access and correct personal information you have submitted to us through the Online Services, please log into your account for the particular Online Service or send a letter to the address below with your question or requesting to see your information. We will be happy to make corrections whenever possible but may not be able to provide information relating to investigations, claims, litigation and other matters.

Please address requests to:

The Insurance Shop, LLC

Attention: Privacy Inquiries

4711 Old Bullard Rd., Tyler, TX 75703

Telephone: **(903)509-9779**

Email: info@insuranceshoptx.com

Blogs and Other Interactive Features

We may offer blogs, online forums or other interactive features on the Online Services that enable consumers to share information about our services or other issues of interest. You should be aware that any communications you submit or post to any such interactive features on the Online Services may be viewable by other participants or users. Therefore, you acknowledge and agree that you have no expectation of privacy or confidentiality in the content

you submit for such interactive features, whether or not it contains personal information about you.

Links to Other Sites

For your convenience we may provide links to other web sites and web pages that we do not control. We cannot be responsible for the privacy practices of any web sites or pages not under our control and we do not endorse any of those web sites or pages, the services or products described or offered on such web sites or pages, or any of the content contained on those web sites or pages. Before providing any personal information to such websites, please be sure to carefully review the web site's privacy policy.

We are not responsible for the collection, usage and disclosure policies and practices (including the data security practices) of other organizations, such as Google, Apple, Microsoft and Facebook or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including any Personal Information you disclose through or in connection with the Apps or our Social Media Pages.

Consent

By using the Online Services, you signify your consent to this Online Privacy Policy and this site's Terms of Use. If you do not agree to this policy or the site's Terms of Use, please do not use the Online Services. The Online Services are not for use within any country or jurisdiction or by any persons where such use would constitute a violation of law. If this applies to you, you are not authorized to access or use any of the Online Services.

Maintenance of the Services

The Services are maintained by us in the United States, and are not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States.

Changes to this Privacy Policy

We may change this Online Privacy Policy at any time and from time to time. Any amendments or modifications to this Online Privacy Policy will become effective immediately upon posting. Your continued use of any of our Online Services following the posting of a revised version of this Online Privacy Policy will constitute your acceptance of the revised Policy. If you do not agree with the revised Online Privacy Policy, do not use any of our Online Services.

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