



## **LIFEMAP ASSURANCE COMPANY PRIVACY NOTICE**

We, at LifeMap Assurance Company, know you value your privacy. That is why we are committed to the confidentiality and security of your personal information. Because we endeavor to earn and keep your trust, we have long-standing privacy policies, robust training, and full-time staff dedicated to protecting privacy. We also maintain physical, administrative, and technical safeguards to protect your personal information from unauthorized access. Access to your information is limited within our organization to those persons who must have the information to provide services to you, or to conduct our business. Even if you are no longer a LifeMap member, we protect the confidentiality of your personal information as if you were.

### **Marketing**

While other companies may sell or rent your contact information, LifeMap never sells or rents your personal information for marketing purposes. If you want LifeMap to share your personal information with a nonaffiliated third party so the third party can market to you, you must give us your express permission.

### **Your Personal Information**

We collect personal information such as your name, contact information, health information, and financial information from you, your providers, and other insurers that provide coverage to you. We use this information to provide services to you and to conduct insurance transactions. We will not disclose your personal information unless we are permitted or required by law or you give your permission. As permitted or required by law, we may provide personal information to our affiliates and agents, reinsurers, insurance administrators, consultants, or regulatory and governmental authorities. We obligate entities receiving this information on our behalf to protect it in the same way that we protect it.

### **Accessing and Correcting your Personal Information**

You may request a copy of your personal information to review it for completeness and accuracy. Send your privacy inquiry to the address below as your request must be in writing. Please include your name, address, and policy number and have your signature notarized. This is for your protection so we may prove your identity.

Where required by law we will correct or amend the personal information we maintain. If we do not agree that the records are incorrect, you can request we add a rebuttal statement to your file.

### **Changes to Our Practices**

We may change our privacy practices in an effort to provide even better protection. If we change our privacy practices in a material way, we will notify current customers in writing.

### **Contact Us**

If you have any questions about our privacy program, you may contact us at 1-800-910-6728 or write to:

LifeMap Privacy Official  
PO Box – 1650  
Little Rock, AR 72203-1650