

Internet Privacy Policy

Please read this Liberty Life Assurance Company of Boston (Liberty Life) Internet Privacy Policy Terms & Conditions for insurance products sold through <https://esales.lmb.libertymutual.com>.

We respect your privacy. This website lets you confidentially provide information. This Internet Privacy Policy only applies to insurance products sold through <https://esales.lmb.libertymutual.com>. It does not apply to any other website or product(s) or to data we collect offline. You may also receive a copy of the Liberty Life Privacy Disclosure Statement if you purchase a policy through this site with more information on how we protect your privacy. We will collect the following types of information on this site:

- Personal information about you and your family, including things like your name, address, email address, social security number, and age.
- Health Information, including medical diagnosis and history.
- Financial Information, including credit card or checking account information.

We use this information:

- To determine your eligibility for a quote.
- To calculate your premium.
- To administer your claims, if any.
- To answer questions and provide notifications
- For day-to-day business operations and insurance related functions.
- To prevent fraud and to comply with regulatory and law enforcement authorities.
- To confirm your identity and service your policy.
- To enhance your customer experience and improve our products and services.
- To offer you other insurance and financial services products.
- To develop and offer new products and services.

Liberty Life and its business partners gather general information through your activity on this site. This may include, for example, domain name, IP address, browser type, and links you used to get to this site or web pages you view while on is site. Although your IP address may be collected for security purposes, we won't use it to identify you.

With the information gathered from how you use this site, we also are better able to create a customized experience for your visit to our web site. We may also match

business information received from third parties against the IP addresses to learn more about what types of businesses are visiting our websites. We use the information derived from these analytical activities, which may be combined with non-personally identifiable behavioral information received from third parties, to better model and refine our general marketing activities and may, from time to time and to the extent permitted by law, directly market our products and services to these businesses based upon the information we have learned about their browsing activities while on our websites.

We also collect cookies, which carry information from one screen to the next. If you disable cookies on your web browser, you may not be able to access all of our web services. We use cookies, analytics, and other technologies to help:

- Evaluate and design our marketing campaigns.
- Analyze how you use this site.
- To develop new services and customize ads directed to you.

We may also use pixel tags, such as transparent GIF files and Google/DoubleClick Spotlight Tags, to manage our online advertising and promotions. For more information about Google/DoubleClick, including how to opt out of the Spotlight Tags, go to: <http://www.google.com/intl/en/policies/technologies/ads/>.

Liberty Life and its business partners may use data collected on this site to customize ads to you on other web sites. If you do not want your browsing behavior to be used for advertising purposes, [CLICK HERE](#) to opt out from Liberty Life using your browsing behavior or [CLICK HERE](#) to opt-out of our business partners from using your browsing behavior.

Sharing Your Information

If you have provided personal information on our site in order to obtain a policy quote, administer your insurance policies, ask us a question, or register for a newsletter, we may need to share that information with authorized third parties, if necessary to service your request.

We may also share your information with companies that perform marketing and communications services on our behalf. We do not sell any customer information to mailing list companies or telemarketing companies.

We may also transfer data to our affiliates from time to time for our legitimate business purposes or to a buyer or other successor in interest in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some of all of Liberty Life's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding.

We may also transfer data to appropriate third parties as required by applicable laws, rules, and regulations, in response to a lawful subpoena or information request from governmental authorities, or to comply with legal process.

Protecting Information Gathered and Security

Personal information you have provided is limited to employees and agents of Liberty Life who need to know that information in order to service your request. Liberty Life maintains physical, electronic, and procedural safeguard that comply with applicable regulations to guard your personal information. Liberty Life retains the information collected for as long as required or permitted by law or regulation.

Access to and Correction of Personal Information

If you think that any personal information we have collected about you is inaccurate, you may send a written request for review to us at the address provided below. We will investigate your request and make appropriate changes if warranted.

We reserve the right to update this privacy policy at any time, and if allowed by law, may do so by posting a notice to <https://esales.lmb.libertymutual.com>. If we do, the changes will be effective immediately. We want to hear from you. You can update your information or ask us questions by calling us at (844) 318-1376, Monday through Friday, 8AM to 6PM ET. You may also contact us at AccidentandHealthservice@libertymutual.com

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