

ALLCHOICE, INC. PRIVACY POLICY

Allchoice, Inc., is committed to safeguarding your privacy online. Please read the following policy to determine how your personal information will be treated as you make full use of our many offerings for insurance quotes and financing requests. This policy may change from time to time so please check back periodically. Please read the *Allchoice, Inc.* policy on children's privacy below.

What personally identifiable information does *Allchoice, Inc.* collect from me?

Allchoice, Inc. collects information in several ways from different parts of our web site. Some personal information is gathered when you request a quote or our services. When you request a quote, *Allchoice, Inc.* asks for your name, email address, birth date, gender, zip code, occupation, industry and personal interests, drivers license, etc. Requests for SSN and or credit card number may be optional. The more information you volunteer (and the more accurate it is), the better we are able to fulfill the request for the quote or service you are requesting.

How does *Allchoice, Inc.* use my information?

Allchoice, Inc.'s primary goal in collecting personal information is to provide you, the user, with a customized experience site and through our affiliate partners.

In our role, *Allchoice, Inc.* may be the direct supplier or the middleman. Our affiliates will contact you with the information you have requested. You have the option of disengaging from them at any time.

Who is collecting information?

When you are on the *Allchoice, Inc.* web site and are asked for personal information, you are sharing that information with *Allchoice, Inc.*, InsuranceAgents, Quotit, Insureme and in the case of auto financing, purveyors who will contact you with financing quotes as you requested.

Please be aware that *Allchoice, Inc.* partners, advertisers, and web sites that have links on our site may collect personally identifiable information about you. The information practices of those Internet access partners, advertisers, and web sites linked to *Allchoice, Inc.* are not covered by this privacy statement.

With whom does *Allchoice, Inc.* share my information?

Allchoice, Inc. will not disclose any of your personally identifiable information with anyone other than those explicitly involved in providing you the service or quote you requested. The following describes some of the ways that your information may be disclosed:

- **Business Partners & Sponsors:** *Allchoice, Inc.* may disclose your personal information to business partners or sponsors, involved in the process of providing you the quotes or services you requested.
- **Insurers and finance organizations** associated with *Allchoice, Inc.* may have separate privacy and data collection practices. *Allchoice, Inc.* has no responsibility or liability

for these independent policies. For more information regarding the sponsor or organization and their privacy policies, return to that organizations home page and click on their Information link.

- Other: *Allchoice, Inc.* may also disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating *Allchoice, Inc.*'s policies or may be causing injury to or interference with (either intentionally or unintentionally) *Allchoice, Inc.*'s rights or property, other *Allchoice, Inc.* users, or anyone else who could be harmed by such activities. *Allchoice, Inc.* may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services.

What about children's privacy?

The safety of children is very important to us. *Allchoice, Inc.* is a web site for general audience that comply with the *Children's Online Privacy Protection Act*. We do not knowingly accept personal information from children under the age of 13. We use best commercial efforts to restrict them from entering personal information for any of our offers, products, or services.

Under the *Children's Online Privacy Protection Act*, no web site operator is permitted to require a child under the age of 13 to disclose more information than is reasonably necessary to participate in an activity as a condition of participation. *Allchoice, Inc.* abides by this requirement.

Allchoice, Inc. does not share personally identifying information about users who are under the age of 13 with business partners or other third parties.

What else should I know about my privacy?

Please keep in mind that whenever you voluntarily disclose personal information online - for example on message boards, through email, or in chat areas - that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

If you wish to contact us, our address is:

Allchoice, Inc.
28004 Center Oaks Court
Suite 205
Wixom, Michigan 48393
1.800.889.2659

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