

INSURSYNC INC. WEBSITE PRIVACY POLICY

Effective Date: April 1, 2026

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Introduction

This website privacy policy (“**Privacy Policy**”) explains how InsurSync Inc. (“**we,**” “**us,**” or “**our**”) collects, uses, discloses, and safeguards personal information when you visit or interact with our website at <https://www.insursync.io/> and any related pages that link to this Privacy Policy (collectively, the “**Site**”). By using the Site, you acknowledge that you have read and understand this Privacy Policy. If you do not agree, please discontinue use of the Site.

Scope

This Privacy Policy applies to personal information we collect from visitors, customers, and other users of the Site located in the United States. It does not cover information collected in an employment or contractor context, or information collected offline unless expressly stated. If we provide a separate privacy notice for certain services, products, programs, or regions, that notice will govern to the extent of any conflict.

Information We Collect

We collect information that identifies, relates to, describes, or could reasonably be linked with you or your household. The categories of personal information we may collect include contact identifiers such as name, email address, telephone number, and postal address; commercial information such as purchase history, service interactions, and transaction details; internet or electronic network activity information such as browsing history, device and browser information, IP address, cookie identifiers, pages viewed, and referring/exit pages; geolocation data such as general location derived from IP address; payment information such as cardholder name and billing details processed by our payment processor; user-generated content such as inquiries, feedback, ratings, or reviews you submit; and inferences drawn from the information above to create a profile reflecting preferences or interests. We do not knowingly collect sensitive personal information through the Site unless specifically requested or provided by you, and we ask that you do not submit sensitive information unless necessary.

Sources of Personal Information

We collect personal information: (a) directly from you when you provide it to us; (b) automatically as you navigate through the Site (this information may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies); and (c) from third parties, for example, our business partners.

Information You Provide to Us

The information we collect on or through the Site may include:

- Information that you provide by filling in forms on the Site. This includes information provided at the time of subscribing to our service or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with the Site.
- Records and copies of your correspondence (including email addresses) if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.

- Details of transactions you carry out through the Site and of the fulfillment of your orders. You may be required to provide financial information before placing an order through the Site.
- Your search queries on the Site.
- Information that you provide by your participation in our contests, sweepstakes, or social media engagement.

Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with the Site, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including: (a) details of your visits to the Site, including, but not limited to, traffic data, location data, logs, and other communication data and the resources that you access and use on the Site; and (b) information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve the Site and to deliver a better and more personalized service, including by enabling us to: (a) estimate our audience size and usage patterns; (b) store information about your preferences, allowing us to customize the Site according to your individual interests; (c) speed up your searches; and (d) recognize you when you return to the Site.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of the Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to the Site.
- **Flash Cookies.** Certain features of the Site may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on the Site. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of the Site and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Analytics.** Analytics are tools we use, such as Google Analytics, to help provide us with information about traffic to and use of the Site, which Google may share with other services and websites who use the collected data to contextualize and personalize the ads of its own advertising network.
- **Mobile Application Technologies.** If you access the Site through a mobile device, we may automatically collect information about your device, your phone number, and your physical location.
- **Behavioral Targeting/Re-Targeting/Intelligent Advertising.** We partner with a third-party ad network to either display advertising on the Site or to manage our advertising on other sites. We may also use technologies to send you follow up communications related to products you may have viewed or added to your cart but not purchased. Our ad network partner uses cookies and web beacons to collect information about your activities on this and other websites and social media

platforms to provide you targeted advertising based upon your interests, available information and online activities.

Third-Party Use of Cookies and Other Tracking Technologies; Links to other Websites

Some content or applications, including advertisements, on the Site are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use the Site. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We encourage you to be aware when you leave the Site to read the privacy policies of other sites that may collect your information to learn about their use of cookies and other technology. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see How We Use Personal Information.

The information we collect is covered by this Privacy Policy, and the information the third parties or social media platforms collect is subject to the third-party website or platform's privacy practices. The Site may contain links to other websites or services that are not owned or controlled by us, including links to social media platforms such as Facebook, Instagram, Twitter and TikTok, or may redirect you off the Site to other websites for information, other services, or to receive special offers, contests, games, sweepstakes, or for transactions or purchases. We are not responsible for the privacy practices of those third parties. We encourage you to review the privacy policies of any third-party services you use.

How We Use Personal Information

We use personal information to provide, maintain, and improve the Site and our products and services; process transactions and fulfill orders; communicate with you about your account, purchases, support requests, and administrative matters; personalize your experience and content; conduct analytics, research, and develop new features; prevent, detect, and respond to security incidents, fraud, and illegal activities; comply with legal obligations and enforce our terms; and support our marketing and advertising, including measuring the effectiveness of campaigns. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** We use cookies and similar technologies to operate the Site, remember your preferences, analyze Site traffic and usage, and deliver and measure advertising. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly. We may also use third-party analytics services that collect information about your use of the Site to help us understand and improve performance.
- **Disclosure of Your Information for Third-Party Advertising.** We may share certain personal information with unaffiliated or non-agent third parties for promotional purposes. If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt out by sending us an email stating your request to support@insursync.io.

- **Promotional Offers from the Company.** If you do not wish to have your email address used by the Company to promote our own or third parties' products or services, you can opt out by sending us an email stating your request to support@insursync.io If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions.
- **Targeted Advertising.** We may share certain information such as device identifiers, hashed emails, and Site activity with advertising and analytics partners to deliver, measure, and improve ads. Some U.S. state privacy laws define "sale" or "sharing" broadly and may treat this type of data disclosure as a "sale" or "sharing for cross-context behavioral advertising." We do not exchange personal information for money; however, we may be deemed to have "sold" or "shared" personal information as those terms are defined under applicable state laws. If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt out by sending us an email stating your request to support@insursync.io For this opt-out to function, you must have your browser set to accept all browser cookies.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

How We Disclose Personal Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose personal information that we collect or you provide as described in this Privacy Policy: (a) to our subsidiaries, affiliates, and partners; (b) to contractors, service providers, and other third parties we use to support our business, including, without limitation, third-party payment processors; (c) to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about the Site users is among the assets transferred; (d) to third parties to market their products or services to you if you have consented to these disclosures; (e) to fulfill the purpose for which you provide it; (f) to select business partners so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you (i.e., we may disclose your information to our co-brand partners when you choose to be involved in those programs, such as when you enter contests or sweepstakes that are conducted with those business partner); or (g) for any other purpose disclosed by us when you provide the information. We may also disclose your personal information: (x) to comply with any court order, law, or legal process, including to respond to any government or regulatory request; (y) to enforce or apply our other agreements, including for billing and collection purposes; or (z) if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including, without limitation, to provide the Site and services, comply with our legal obligations, resolve disputes, and enforce our agreements. We consider the volume, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process it, and applicable legal requirements when determining retention periods. When no longer needed, we will delete or de-identify the information, subject to any retention required by law.

Protection of Personal Information

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Site, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to the Site. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

Your Privacy Rights and Choices

Depending on your state of residence, you may have the right to request access to the personal information we maintain about you, to obtain a portable copy, to correct inaccuracies, to delete personal information, and to opt out of the use or disclosure of personal information for targeted advertising, certain profiling, and “sale” as defined by applicable law. If you are a California resident, you also have the right to limit the use and disclosure of sensitive personal information where applicable, and to receive information about categories of personal information we collect, use, disclose, “sell,” or “share.” We will not discriminate against you for exercising your rights.

Exercising Your Rights

You can submit a privacy rights request by emailing us at support@insursync.io. We will verify your request by asking you to provide information that matches our records or by using a third-party verification service. If you use an authorized agent, we may require proof of authorization and verification of your identity. Where permitted by law, you may appeal our decision by contacting support@insursync.io with “Privacy Appeal” in the subject line, and we will inform you in writing of our response and the reasons for our decision.

Opt-Out of Targeted Advertising and Sale or Sharing

You can opt out of targeted advertising and the “sale” or “sharing” of personal information by emailing us at support@insursync.io, adjusting your cookie preferences, or enabling a browser-based opt-out signal such as Global Privacy Control, which we honor to the extent required by applicable law. Your opt-out will apply to the browser and device you use to submit the request. If you clear cookies or use a different browser or device, you may need to resubmit your opt-out preferences.

Children’s Privacy

The Site is not directed to children under thirteen (13) years of age, and we do not knowingly collect personal information from children under thirteen (13) (or a higher age threshold where applicable). If you believe a child has provided us with personal information, please contact us so we can take appropriate steps to delete such information. If we learn we have collected personal information from a child without parental consent as required by law, we will delete it.

Do Not Track

Some browsers transmit “Do Not Track” signals. We do not respond to such signals at this time. We will continue to evaluate responses as standards evolve.

Notice to Certain Residents

Persons in the European Union or European Economic Area

To the extent any European data protection laws apply, and we hold any of your “personal data” as defined in such laws (which may include some or all of your information as defined in this Privacy Policy), and we hold such personal data in our capacity as a data controller as defined under those laws, you may request that we: (a) restrict the way that we process and share your personal data; (b) transfer your personal data to a third-party; (c) revoke your consent for processing of your personal data; (d) provide you with access to your personal data; (e) remove your personal data if no longer necessary for the purposes collected; (f) update your personal data so it is correct and not out of date; and/or (g) object to our processing of your personal data.

If you wish to object to the use and processing of your personal data or withdraw consent to this Privacy Policy, you can contact us at support@insursync.io.

The requests above will be considered and responded to in the time-period stated by applicable law. Note, certain information may be exempt from such requests. We may require additional information from you to confirm your identity in responding to such requests. You have the right to lodge a complaint with the supervisory authorities applicable to you and your situation, although we invite you to contact us with any concern as we would be happy to try and resolve it directly. Please contact us at support@insursync.io.

As described throughout this Privacy Policy, we believe the foregoing handling of your information, which may include your personal data, furthers our legitimate interests in commercial activities that are not overridden by the interest or fundamental rights and freedoms of the individuals at issue. Depending on what personal data we collect from you and how we collect it, we rely on various grounds for processing your personal data, including the following reasons: (a) to administer our contractual relationship, including setting up any services you may request; (b) because it is in our legitimate interest to effectively and efficiently operate our business and provide you with the services offered through the Site and other useful content and for other marketing, design, and advertising purposes; (c) to process employee data, prevent against fraud, provide technology security, and other necessary Company operational matters; (d) in order to fulfill any legal obligations, we may have to collect this information from you; and/or (e) because you have provided your consent for us to do so.

The Site is operated in the United States. Please be aware that information, including personal data, that we collect will be transferred to, stored, and processed in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen. We collect and transfer to the U.S. only information, including personal data: with your consent; to perform a contract with you; or to fulfill a compelling legitimate interest of ours in a manner that does not outweigh your rights and freedoms. We endeavor to apply suitable safeguards to protect the privacy and security of your personal data and to use it only consistent with your relationship with us and the practices described in this Privacy Policy. We also enter into data processing agreements and model clauses with vendors whenever feasible and appropriate.

Persons in California

California residents can review the following disclosures to understand how we collect, use, disclose, sell, or share personal information as defined by the California Consumer Privacy Act, as amended by the California Privacy Rights Act. We collect the categories of personal information described in the “Information We Collect” section for the purposes listed in the “How We Use Personal Information”

section. We disclose these categories to the third parties listed in the “How We Disclose Personal Information” section for business purposes such as service provision, security, debugging, and auditing, and we may “sell” or “share” identifiers and internet or network activity with advertising and analytics partners for cross-context behavioral advertising. We retain personal information as described in the “Retention” section. California residents have the rights described in the “Your Privacy Rights and Choices” and “Exercising Your Rights” sections, including the right to limit the use and disclosure of sensitive personal information where applicable. We do not knowingly sell or share personal information of consumers under sixteen (16). For further information, California residents should review our California Consumer Privacy Act Privacy Policy, available at [California Privacy Policy](#) and incorporated herein by reference.

Persons in Virginia, Colorado, Connecticut and Utah

Residents of Virginia, Colorado, Connecticut, and Utah have rights to access delete, obtain a portable copy of their personal information, and opt out of targeted advertising and the sale of personal data as defined by applicable law. Residents of Colorado, Connecticut, and Virginia also have rights to correct inaccuracies in their personal information, taking into account the information’s nature processing purpose, and opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects. You can exercise these rights using the methods described above. If we deny your request, you may appeal as described in the “Exercising Your Rights” section. We do not process personal data for profiling in furtherance of decisions that produce legal or similarly significant effects, unless we separately notify you and obtain required consent.

Nevada Residents

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit to support@insursync.io.

Business-to-Business and Employment Information

This Privacy Policy does not cover personal information collected in a business-to-business or employment context where a separate privacy notice may apply. If you interact with us as a job applicant, employee, contractor, or in a business capacity, please refer to the relevant privacy notice or contact us at support@insursync.io for more information.

Data De-Identification and Aggregation

We may de-identify or aggregate personal information so that it can no longer reasonably be used to identify you. We use and disclose such information for any purpose permitted by law.

Verification and Authorized Agents

When you submit a request, we may require sufficient information to verify your identity or authority. If you submit a request through an authorized agent, we may require the agent to provide proof of authorization and may require you to verify your identity directly with us, to the extent permitted by law.

Financial Incentives

If we offer financial incentives, loyalty programs, or price or service differences related to the collection, retention, sale, or sharing of personal information, we will provide required notices describing the material terms of the program, how to opt in, how to withdraw, and how the value of the personal information is calculated.

Accessibility

We are committed to making our privacy practices accessible to all users. If you need this Privacy Policy in an alternative format due to a disability, please contact us at support@insursync.io

Changes to Our Privacy Policy

It is our policy to post any changes we make to this Privacy Policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by posting a notice on the homepage of the Site. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting the Site and this Privacy Policy to check for any changes. Your continued use of the Site constitutes your acceptance of any updates to this Privacy Policy.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

332 S. Michigan Avenue, Suite 121 #6045, Chicago, Illinois 60604

support@insursync.io