

PRIVACY POLICY

EFFECTIVE DATE: JANUARY 1, 2024

Guardian My Life ("Company") created this privacy policy ("Privacy Policy") to explain how we use personal information and to give you assurance of our commitment to fair information practices and the protection of your privacy as you visit and use the Guardian My Life website (the "Website"). We understand that you value your privacy and the right to control how your personal information is collected and used.

Our data collection and retention practices are designed to provide transparency, accountability, and choice regarding the management and use of your personal information. We also provide you with contact information should you wish to remove your personal information from our databases.

TYPES OF INFORMATION WE COLLECT

Company collects information about you by and through your access to and use of this Website and through your use of our lead provision services (the "Services"). The information that we collect during inquiry and/or registration includes personally identifiable information ("PII"). PII is unique data of an individual used for identification and communication purposes.

Any use of our Services is entirely voluntary, and you are not required to provide PII unless you choose to use our service. However, you will not be able to access or use our service where PII is required. PII that may be collected includes information such as your first name, last name, date of birth, telephone number, health, mailing and home address, zip code, or e-mail address.

We may also collect certain non-personally identifiable information ("NPII") about you when you visit many pages of this Website. NPII is data used in the aggregate to analyze trends, administer the Website, track movement, and understand visitor behavior generally.

HOW YOUR PERSONALLY IDENTIFIABLE INFORMATION IS USED AND SHARED

We ask you for PII when you inquire about and/or register for our Services. We value your privacy and have taken necessary precautions to comply with relevant legislation.

The information collected by and through your access to and use of this Website will be used to fulfill your request and for solicitation purposes with respect to third-party products, services, offers, or promotions.

Company may share your PII with third parties who help us in delivering the services you have requested and to companies/individuals we employ to perform technical functions on our behalf.

TARGETED ADVERTISING

Company may target advertising to you using direct mail, email, and/or telemarketing calls.

COOKIES, WEB BEACONS, PIXEL TAGS, LOG FILES, AND ONLINE BEHAVIORAL TECHNOLOGIES

The Website, Services, and email messages may contain first-party cookies, web beacons, pixel tags, browser analysis tools, and web server logs.

MANAGING YOUR PRIVACY

You can limit the information you provide to us and thereby limit the communications that we send to you.

SECURITY OF YOUR PERSONALLY IDENTIFIABLE INFORMATION

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information we gather online, Company stores your PII in a database on secure systems.

CHILDREN'S PRIVACY

We will never knowingly collect any PII about children under eighteen.

LINKS TO OTHER WEBSITES AND THIRD-PARTY PRIVACY PRACTICES

Company may provide links to other websites for your convenience and information.

SPECIAL NOTIFICATION FOR CALIFORNIA RESIDENTS

As a business subject to California Civil Code section 1798.83, Company must disclose, upon request, the identity of third parties to whom Company has disclosed your PII.

CHANGES TO THIS PRIVACY POLICY

Company reserves the right to change or remove portions of our Privacy Policy at any time.

PRIVACY INQUIRIES OR COMPLAINTS

If you have any inquiries regarding our privacy practices or believe that we have not complied with this Privacy Policy, please contact:

Guardian My Life
244 5th Avenue, Suite 2206
New York, NY 10001

WEBSITE USE RESTRICTIONS

THIS WEBSITE IS NOT INTENDED FOR ANYONE UNDER THE AGE OF EIGHTEEN (18) OR PERSONS RESIDING OUTSIDE OF THE UNITED STATES. BY USING THE WEBSITE, YOU EXPRESSLY REPRESENT AND WARRANT THAT YOU HAVE READ, UNDERSTOOD AND AGREE TO THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT UNDERSTAND OR DO NOT AGREE TO BE BOUND BY THIS PRIVACY POLICY, YOU MUST IMMEDIATELY LEAVE THE WEBSITE.

By registering on the Website, you explicitly accept, without limitation or qualification, the collection, use, and transfer of your information.

Please read the Privacy Policy carefully, as it affects your rights and liabilities.

If you do not agree to our practices and/or our Purchaser Lead Services Agreement, please do not interact in any manner with or provide PII on the Website.