### **AllDigital Specialty Privacy Policy**

Effective November 22, 2024

At AllDigital Specialty, we value your privacy and are committed to protecting your information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you interact with our advertisements (including on LinkedIn, Facebook, and Google Ads), our Blockchain nodes and applications, our website, and our email communications.

Whether you're requesting management liability quotes, engaging with our services, or interacting with our digital platforms, we ensure that your personal data is treated with the utmost care. We use industry-standard practices to secure your information and only collect what is necessary to provide you with the best possible service.

By using our services, you agree to the collection and use of information in accordance with this policy.

### **Information We Collect**

We collect personal information from you in the following ways:

* **Through Our Ads:** When you interact with our ads (whether on LinkedIn, Facebook, Google Ads, or our website), we may collect certain personal details such as:
  + Full Name
  + Email address
  + Phone number
  + Business name (if applicable)
  + Job title or role
  + Financial statements
  + Loss run reports
  + Details of funding activities
  + Other relevant information related to your request for a management liability quote
* **Cookies and Tracking Technologies:** We do not use cookies, web beacons, or other tracking technologies to collect information about your browsing activity on our website or in relation to our ads. This may include your IP address, browser type, device type, and usage patterns.
* **LinkedIn, Facebook, and Google Ads:** As part of our advertising efforts, we use LinkedIn, Facebook, and Google Ads to reach potential customers and display relevant advertisements. These platforms may collect personal information through cookies and tracking technologies to show you targeted ads based on your interests and browsing behavior. LinkedIn, Facebook, and Google Ads provide options to manage your ad preferences, including opting out of targeted advertising. For more information on how LinkedIn, Facebook, and Google handle your data, please refer to their respective privacy policies:
  + [LinkedIn Privacy Policy](https://www.linkedin.com/legal/privacy-policy)
  + [Facebook Privacy Policy](https://www.facebook.com/privacy/policy/)
  + [Google Privacy Policy](https://policies.google.com/privacy)
* **We do not collect:**
  + Social Security Numbers
  + Date of Birth
  + Credit/Debit Card Numbers
  + Driver's License Numbers
  + Bank Account Information
  + Biometric data

### **How We Use Your Information**

The information we collect is used for the following purposes:

* **Providing Insurance Quotes**: We use your personal information to prepare and send you management liability insurance quotes.
* **Customer Support**: To respond to your inquiries and provide assistance with your insurance-related needs.
* **Improving Services**: To enhance our advertisements and the overall user experience, including refining our ad targeting and personalizing our content. Additionally, we use your data to improve our internal AI systems for underwriting and claims support, allowing us to better assess risks, streamline claim processes, and offer more accurate and efficient services.

### **How We Share Your Information**

We may share your information in the following circumstances:

* **Brokers and Insurance Carriers**: To facilitate the creation of an accurate and competitive insurance quote, we may share your personal information with our network of licensed brokers and insurance carriers. These parties will use your information solely for the purpose of generating a management liability quote and providing you with insurance options.
* **Service Providers**: We may share your information with third-party service providers who assist us in delivering our services (such as email platforms or quote management systems). These providers are contractually obligated to safeguard your information and use it solely for the purposes we specify.
* **Legal Compliance**: We may disclose your information if required by law, such as in response to a subpoena, court order, or other legal process, or to protect the rights, property, or safety of AllDigital Specialty, our customers, or others.
* **No Sale of Information**: We will never sell, rent, or trade your personal information to third parties for marketing purposes. We are committed to protecting your privacy and will only share your information as described above, for the purpose of providing our services or as required by law.

### **How We Protect Your Information**

We take reasonable steps to protect your personal information from unauthorized access, use, or disclosure. This includes the use of encryption, secure servers, cyber security, antivirus protection, and regular security audits. However, no method of transmission over the internet or electronic storage is 100% secure, so while we strive to protect your personal data, we cannot guarantee absolute security.

### **Your Rights and Choices**

You have the following rights regarding your personal information:

* **Access and Correction:** You can request access to the personal information we hold about you and request corrections to any inaccuracies.
* **Deletion of Data:** You can request that we delete your personal information, subject to any legal obligations we may have to retain certain data.
* **Opt-out of Targeted Advertising**: You can manage your ad preferences and opt-out of targeted ads on LinkedIn, Facebook, and Google by adjusting your settings on those platforms. For more details, visit:
  + [LinkedIn Ad Preferences](https://www.linkedin.com/settings/ads)
  + [Facebook Ad Preferences](https://www.facebook.com/settings?tab=ads)
  + [Google Ad Settings](https://adssettings.google.com/)

To exercise any of these rights, please contact us using the contact information provided below.

### **Data Retention**

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. If you no longer wish to receive a quote, we will stop using your information for that purpose but may retain it in our systems for legal or regulatory purposes.

### **Third-Party Links and Services**

Our website and advertisements may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any third-party websites you visit.

### **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make changes, we will post the updated policy on our website and update the "Effective Date" at the top of this page. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.