

**DEEP ASSOCIATES INSURANCE AGENCY, INC.
34 ASHLAND STREET
NORTH ADAMS, MA 01247
PHONE 413-664-1053 FAX 413-664-1057**

PRIVACY NOTICE

To Our Customers:

We value you as a customer and we believe in protecting the confidentiality of the information we collect about you. This notice describes our privacy policy and explains the categories of personal information we collect, how and why we use this information, and the procedures we have in place to protect your privacy. Except for those situations allowed by law, we do not disclose any nonpublic information about our customers to anyone.

Categories of Information That We Collect:

We collect most of the information about you from your application for insurance and from the servicing of your policy. Depending upon your requested coverage, we may collect nonpublic personal information about you from sources including consumer reporting agencies, state motor vehicle departments, loss information reports, and other insurance agencies as allowed by law.

How We Use This Information:

We use this information to provide you with the proper coverage and services that are normal to an insurance agency's operations.

Disclosure of Information:

We do not disclose any nonpublic personal information about our customers or former customers to anyone except as permitted by law. This means that under certain circumstances information can be disclosed to third parties without your authorization. For example:

1. We may disclose information to your insurance underwriter or carrier.
2. We may disclose information to claims adjusters, auto appraisers, or Attorneys who need information to settle your claim.
3. We may disclose information to law enforcement or other governmental authorities to protect our legal interests or in cases of suspected fraud.
4. We may disclose information to medical care institutions or medical professionals to verify coverage.
5. We may disclose information to authorized individual as ordered by court documents.
6. We will periodically attempt to shop around for the best combination of price, service and value for you which will require sharing your personal information with other insurance companies to develop competitive quotes. If you wish to opt out, you must notify our agency in writing.

How We Protect Your Privacy:

Access to your information is restricted to those above-listed third parties and to employees who need to know your information in order to service your account. Electronic and procedural safeguards are maintained by our agency to ensure the confidentiality of your information. We now have secure email via Erado.

Access to Your Information:

You have a right to review information we have collected about you and to request a correction of that information if you feel it is inaccurate. If we agree, we will correct our records accordingly. If we do not agree, we will inform you as to the reasons.

Further Information:

If you have any questions regarding our privacy policy, please write to us at:

**Deep Associates Insurance Agency, Inc.
34 Ashland Street
North Adams, MA 01247**

Visit us on the web at <http://www.deepassociates.net>

