

## NOTICE OF PRIVACY POLICY

### MERCHANTS MUTUAL INSURANCE COMPANY MERCHANTS PREFERRED INSURANCE COMPANY

#### OUR CUSTOMER PRIVACY POLICY

We at Merchants Insurance Group value our customers. We know that you are concerned with the privacy of information that is provided to us in order to cover your personal insurance needs. This information must be and is maintained in a manner that protects your privacy rights. It is essential, however, that from time to time we disclose some information to parties outside of our own companies in order to process or service your account. This Privacy Notice provides information on the types of information we gather in the processing of your policies and also explains the types of disclosures that might be made.

**Please read this notice carefully to understand the types of information we collect and disclose, and the steps we take to protect that information.**

#### INFORMATION COLLECTION PRACTICES

We collect nonpublic personal financial information about you from the following sources:

- ◆ Information we receive from you on applications or other forms, or verbally. This includes information you provide in writing, over the telephone, in person, or by any other means such as your name, address, social security number and date of birth.
- ◆ Information about your transactions with us, our affiliates, (companies controlled or owned by Merchants), or nonaffiliated third parties. This might include such things as your loss history, payment history, or account balances.
- ◆ Information we receive from consumer reporting agencies. This might include information on prior insurance claims or on creditworthiness.
- ◆ Information we secure from inspection vendors. This might include information from a property inspection service, a vendor who calls you directly in order to update policy information for renewal policies, or a geographic mapping service.

We also secure information from public records. This might include such information as telephone number, motor vehicle records, government real estate records, and security interest filings.

#### USE OF INFORMATION

We use the information you provide in order to provide you with our products and services. For example, we may use such information to evaluate your application for coverage, to underwrite your policies, to process your claims, or to ensure proper billing. To the extent necessary to provide you with our products and services, we may share the information you provide with our third-party affiliates including, but not limited to, our agents. In addition, Merchants Mutual Insurance Company ("MMIC") may disclose your information to its affiliate, Merchants Preferred Insurance Company ("MPIC") and MPIC may disclose your information to MMIC.

#### INFORMATION DISCLOSURE PRACTICES

We do not disclose any nonpublic personal financial information about our customers or former customers to anyone, except as permitted or required by law. **We will not disclose information to other companies who may want to sell their products or services to you.** As an example, we will not sell your name or information to a direct marketing or telemarketing company that is not affiliated with us. Some examples of when we might disclose information, as permitted by law, are:

- ◆ Information may be provided with your consent or at your direction. For example, you might request that we provide your policy or payment information to a mortgagee or loss payee so that you may secure a loan.
- ◆ Information must be provided when subpoenaed or required by a court of law or by other regulatory or law enforcement agencies. We may have to report information to comply with state, federal, or local laws.
- ◆ Information may be provided to someone you have designated with a legal or beneficial interest, or who is acting in a fiduciary or representative capacity on your behalf.
- ◆ Information may be provided to a consumer reporting agency.

- ◆ Information may be provided to fraud prevention personnel or agencies.
- ◆ Information may be provided to a service vendor in order to process your policy or service your account.
- ◆ Information may be sent to rate advisory organizations, guaranty funds or agencies, agencies that are rating our company, persons who are charged with assessing our company's compliance with industry standards, and our attorneys, accountants, and auditors.

## **INFORMATION PROTECTION**

We restrict access to your nonpublic personal financial information. Only Merchants employees and independent service providers who need to know your information in order to provide you with products or services have access to your information. Our employees and independent service providers are instructed to keep your information in a confidential manner. We maintain physical, electronic, and procedural safeguards that comply with federal and state regulations to protect your nonpublic personal financial information.

Should your relationship with Merchants Insurance Group end, we will continue to protect your personal information in accordance with the privacy policies outlined in this notice.

## **THIS NOTICE IS MADE ON BEHALF OF:**

Merchants Mutual Insurance Company  
Merchants Preferred Insurance Company

This Privacy Policy applies to products and services provided by us and any of our affiliated companies used primarily for personal, family, or household purposes (not business purposes). We reserve the right to change this Privacy Policy, and any of the policies described above, at any time. The examples contained in this Privacy Policy are illustrations; they are not intended to be all-inclusive.