

# WEST BEND PRIVACY STATEMENT

At West Bend your Privacy is Important to us!

West Bend Mutual Insurance Company ("West Bend", "we", "us", or "our") is committed to providing you, our Customer, with the finest insurance products backed by legendary service. While information is fundamental to our ability to serve our Customers, we recognize the importance of maintaining the privacy of your personal information. This Privacy Statement applies to the non-public personal financial information that we collect about you related to our insurance products.

Therefore, the following are principles that West Bend has established for the gathering and sharing of Customer information:

- We do not sell your personal information to third parties for monetary consideration.
- We maintain physical, electronic, and procedural safeguards that comply with applicable privacy regulations in order to protect your non-public personal financial information.
- We collect and use Customer information to the extent required to conduct our business and to meet our quality service standards.
- We exchange Customer information with non-affiliated entities only to the extent required or permitted by law, for underwriting, administrative, or risk management purposes, verification, and to detect and prevent fraud.

## GATHERING OF INFORMATION

We collect non-public personal financial information about you from the following sources:

- Information we receive from you on applications or other forms;
- Information about your transactions with us, our affiliates or others, including independent insurance agents or brokers, which includes information regarding what products you purchase, claims information, and communications you send us; and
- Information we receive from a consumer reporting agency and other third parties, including independent insurance agents, brokers, and marketing service providers.

We obtain and use this information only in accordance with applicable law or in response to your request for a contract with us. The information we gather helps us identify who you are, manage our relationship with you, and develop insurance products and services that meet your needs.

## SHARING OF INFORMATION

We are dedicated to serving our Customers' needs for privacy. We may disclose all of the information that we collect as described above. However, we do NOT disclose our Customer's or former Customer's non-public personal financial information with non-affiliated companies, except as permitted or required by law. We may disclose non-public personal financial information about you to the following types of third parties:

- Financial service providers, such as independent insurance agents or brokers; and
- Non-financial companies, such as our service providers.

We may disclose all of the information we collect, as described above, to companies that perform marketing services on our behalf or to other financial institutions with whom we have joint marketing agreements. We will not disclose our Customer's non-public personal financial information to any external organization unless we have previously informed our Customer in this Privacy Statement or other disclosures or agreements, have been authorized by our Customer, or are otherwise required by law to do so.

We will not use or share with non-affiliated companies personally identifiable medical information for any purpose other than the underwriting or administration of our Customer's policy or claim, as disclosed to our Customer when the information is collected, or to which our Customer consents.

## MONITORING OF PRIVACY PRACTICES

We restrict access to your non-public personal financial information to our employees and agents who need to know that information to provide products or services to you. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your non-public personal financial information. We will monitor our practices to ensure that our Customer's privacy is respected.

## **ADDITIONAL INFORMATION**

Based on your state of residency, you may have the right to access and request correction of recorded non-public personal information. To submit such a request, please contact us as described below with your name, policy or account number, and a detailed request.

## **CONTACT US**

If you have any questions regarding this Privacy Statement or our practices related to your information, please contact us at [feedback@wbmi.com](mailto:feedback@wbmi.com).