Red Taylor Insurance (RTI) values its users’ privacy. This Privacy Policy (“Policy”) will help you understand how we collect and use personal information from those who visit our website or make use of our online facilities and services, and what we will and will not do with the information we collect. Our Policy has been designed and created to assure that it is our commitment not only to meet, but to exceed, most existing privacy standards.

This Policy applies to [redtaylorinsurance.com](http://redtaylorinsurance.com) (with and without http, https, or www), and it governs any and all data collection and usage by us. Through the use of this website, you are therefore consenting to the data collection procedures expressed in this Policy.

Please note that this Policy does not govern the collection and use of information by companies that Red Taylor Insurance (RTI) does not control, nor by individuals not employed or managed by us. It is highly recommended and suggested that you review the privacy policies and conditions of any website you choose to use or frequent to better understand the way in which websites garner, make use of, and share the information collected.

**Specifically, this Policy will inform you of the following:**

1. What personally identifiable information is collected from you through our website;
2. Why we collect personally identifiable information and the legal basis for such collection;
3. How we use the collected information and with whom it may be shared;
4. What choices are available to you regarding the use of your data;
5. The security procedures in place to protect the misuse of your information.

**Information We Collect**

It is up to you whether to disclose personally identifiable information to us, although if you elect not to do so, we may be unable to provide you with our services, and reserve the right to reject product or services based on the information collected or provided by you.

Through the use of our website, we may collect your Name, Phone Number, Email, Zip Code, and any health coverage notes you may provide. For security and privacy reasons, we only collect sensitive medical or personal information directly from our customers, and will never ask you to submit such information via web form.

Basic identifiable information may be used to track use or flow of our website including the effectiveness of advertising campaigns.(this may include geographic location, referral source, name, or contact information). Information collected for analytical or data purposes is only shared as metrics for tracking platforms and is never sold, or used by us to solicit products or service.

**Why We Collect Information and For How Long**

We are collecting your data for several reasons:

* To better understand your needs and provide you with the services you have requested;
* To tailor our services to the ones that suit your needs and requirements;
* To contact you regarding our products and or services
* To track analytical or demographic use of our website including advertising effectiveness

The data we collect from you will be stored for no longer than necessary. The length of time we retain said information will be determined based upon the following criteria: the length of time your personal information remains relevant; the length of time it is reasonable to keep records to demonstrate that we have fulfilled our duties and obligations; any limitation periods within which claims might be made; any retention periods prescribed by law or recommended by regulators, professional bodies or associations; the type of contract we have with you, and the existence of your consent.

**Disclosure of Information**

Red Taylor Insurance (RTI) may not use or disclose the information provided by you except under the following circumstances:

* As necessary to provide services or products that you have requested;
* In other ways described in this Policy or to which you have otherwise consented;
* In the aggregate with other information in such a way so that your identity cannot reasonably be determined or disclosed;
* As required by law, or in response to a subpoena or search warrant

**Security**

[redtaylorinsurance.com](http://redtaylorinsurance.com) takes precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline. Wherever we collect, that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for “https” at the beginning of the address of the webpage.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job are granted access to personally identifiable information. The computers and servers in which we store personally identifiable information are kept in a secure environment. This is all done to prevent any loss, misuse, unauthorized access, disclosure or modification of the user’s personal information under our control.

**Acceptance of Terms**

By using this website, you are hereby accepting the terms and conditions stipulated within this Privacy Policy Agreement. If you are not in agreement with our terms and conditions, then you should refrain from further use of our website(s). In addition, your continued use of our website following proper notification or the posting of any updates or changes to our terms and conditions, shall mean that you agree and accept such changes.

**How to Contact Us**

If you have any questions or concerns regarding this Privacy Policy as it relates to our website, or your information, you may contact us at any time at red@redtaylorinsurance.com