

Privacy Policy

At Northguard Insurance Brokers, we are committed to protecting the privacy and security of our clients and visitors' personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information in compliance with applicable Provincial and Canadian privacy laws including, Alberta's Personal Information Protection Act (PIPA) and, when necessary, the federal privacy law, the Personal Information Protection and Electronic Documents Act (PIPEDA).

Collection of Personal Information

We may collect personal information from you when you visit our website, contact us, or use our services. This information may include, but is not limited to:

- Name, address, phone number, and email address
- Date of birth
- Financial and insurance-related information
- Identification documents
- Other information necessary to provide our insurance products and services

Use of Personal Information

We use the personal information collected for the following purposes:

- To provide you with insurance quotes, policies, and related services
- To communicate with you and respond to your inquiries
- To comply with legal and regulatory requirements
- To improve our products and services
- To conduct customer satisfaction surveys or market research (with your consent)

Disclosure of Personal Information

We may share your personal information with:

- Insurance companies and underwriters in order to provide you with the requested services
- Service providers who assist us in operating our business (e.g., IT services, payment processing)
- Regulatory authorities, as required by law
- Other third parties with your explicit consent

The specific purposes for collection, use and disclosure of personal information depends on the nature of your insurance needs and may change during the course of our

relationship. We do not sell your personal information or business contact information to third parties under any circumstances.

Consent

By providing your personal information, you consent to our collection, use, and disclosure of that information in accordance with this Privacy Policy. You have the right to withdraw your consent at any time, subject to legal and contractual restrictions and reasonable notice.

Security of Personal Information

We take reasonable measures to protect your personal information from unauthorized access, disclosure, or misuse. This includes implementing physical, technological, and organizational safeguards.

Retention of Personal Information

We retain personal information only as long as necessary to fulfill the purposes for which it was collected and to comply with legal or regulatory requirements.

Access and Correction

You have the right to request access to your personal information held by us and to correct any inaccuracies. Please contact us at for assistance.

Cookies and Website Analytics

Our website may use cookies and similar technologies to enhance user experience and collect website traffic data.

- **Cookies** are small data files placed on your device or computer, often containing an anonymous unique identifier. They do not pose any risk to your computer's security or compromise your personal information. Cookies are used to track your browsing activity over time and store data on the types of content viewed on our site. While they can improve your user experience, they are not essential for optimal use of our website.
- **Google Analytics** helps us understand website traffic and provides insights into various user metrics, such as session duration and pages visited per session. If you prefer, you can opt out of Google Analytics tracking by [clicking here](#).

Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of such websites.

Contact Us

If you have any questions or concerns regarding our Privacy Policy or how we handle your personal information, please contact us at:

Northguard Insurance Brokers

403.923.6420

james.hirsch@northguardinsurance.com

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