

I. Applicability

This **Statement of Privacy and Security** applies to all information gathered or maintained by Pinnacle Financial Services, Inc. at pfsinsurance.com as well as information transmitted to us by telephone, fax, or otherwise.

Our sites contain links to other sites. We are not responsible for the privacy practices, the security measures, or the content of any such web site.

II. Your Privacy

We **do not** sell, trade or rent your personal information to others.

Questions regarding this statement should be directed to:

Pinnacle Financial Services, Inc.

Attn: Privacy Policy, 65 W. Street Rd, Suite A-101, Warminster, PA 18974 USA.

III. Disclosure of Personally Identifiable Information

A. **What Can I Do Without Disclosing Any Information?**

A large portion of our web site is available to you without entering any personal information. You can learn about our products and current promotions without providing any information.

B. **Why Do I Need to Submit Personal Information?**

Because some of the information on our site is only available to licensed, appointed and contracted insurance agents, you will have to be qualified before you can have access to the information. In addition, when you request one of our representatives to contact you, the more information you provide, the easier it will be for us to help you.

C. **What Do You Do with this Information?**

We take the information that you provide and use it to help provide the information you request, or when necessary to qualify you as a licensed insurance agent.

D. **Will Any of the Personal Information Collected be Disclosed to Outside Parties?**

In order to sell the products offered by Pinnacle Financial Services, Inc., you will need to be contracted and appointed with the different insurance providers. The information you provide may be forwarded to the insurance providers for this purpose. In addition, PFS prequalifies its agents, so with your permission, your personal information may be used to perform a

Vector search and or a credit check.

E. How Do I Edit or Update the Information in My Personal Profile?

Contact PFS by telephone at 1-800-772-6881 or by mail at Pinnacle Financial Services, Inc., 65 W. Street Rd, Suite A-101, Warminster, PA 18974, with any changes.

IV. What Types of Internet-Related Information am I also Sharing with You?

1. Cookies

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. When you are given access to the broker and agent section of the web site with a login and password, we send a small bit of code (a cookie) back to your hard drive via your browser where it is stored temporarily until you close your browser. This code is uniquely yours. The cookie enables you to use the areas of the web site only available to qualified insurance agents. The cookie times-out and is removed from your browser after 20 minutes of inactivity.

2. IP Address

We use your IP address to help diagnose problems with our server, and to administer our web site. Your IP address is used to help identify you and to gather broad demographic information.

V. What are Your Children's Guidelines?

We do not knowingly collect online contact information or personally identifiable offline contact information about children.

VI. Consent

By registering on our web site, you consent to the collection and use by us of the information you disclosed in accordance with this **Statement of Privacy and Security**. If we decide to change our privacy and/or security policies, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.