



**YORK ALLIANCE INSURANCE BROKERS INC.**  
**Unit 5 – 50 Bur Oak Ave. Markham Ontario, L6C 0A2**  
**Tel: 905 – 888 – 7900 Fax: 905 – 888 – 7901**

## **Privacy Policy**

At York Alliance Insurance Brokers Inc., we understand the importance of safeguarding your personal information. This Privacy Policy outlines our commitment to protecting your privacy and explains how we collect, use, and disclose your personal information when you apply for insurance coverage or engage with our services. By choosing to work with us, you consent to the terms outlined in this policy.

*\*In this policy, “customer”, “you” or “your” includes any individual who has requested, applied for or been supplied with products or services (including claims services) by York Alliance Insurance Brokers Inc. including any other individual for whom the customer has acted as agent, guardian or representative.*

### **How We Use Your Information**

We are authorized to use your personal information for various purposes, including:

Offering and providing insurance and financial products and services to you;

Establishing and maintaining communications with you;

Verifying your identity and the accuracy of your Personal Information with government agencies, industry associations, brokers or insurers;

Analyzing and assessing risks on a prudent basis;

Determining and facilitating your payment of fees and premiums;

Investigating and paying claims;

Compiling statistics;

Complying with the law or the requests of law enforcement agencies or regulators; and

Notifying you or allowing our affiliated companies to notify you of certain products or services offered by us

### **Consent**

Your knowledge and consent of York Alliance Insurance Brokers Inc.’s collection, use and disclosure of your Personal Information is critical. We rely on the following actions by you as indications of your consent to our existing and future Personal Information practices:

Your voluntary provision of Personal Information directly to York Alliance Insurance Brokers Inc.

Your express consent or acknowledgement contained within a written, verbal or electronic application process;

Your consent solicited by York Alliance Insurance Brokers Inc. (or our agent) for specified purpose;

Your receipt of this Privacy Policy, until you notify York Alliance Insurance Brokers Inc. of withdrawal of this consent; or

Your consent given through your authorized representative such as a legal guardian, agent or holder of a power of attorney.

Subject to certain legal or contractual restrictions and reasonable notice, you may withdraw this consent at any time. York Alliance Insurance Brokers Inc. will inform you of the consequences of withdrawing your consent. In some cases, refusing to provide certain Personal Information or withdrawing consent for York Alliance Insurance Brokers Inc. to collect, use or disclose your Personal Information could mean that we cannot provide you with insurance coverage or other requested products, services or information. If you wish to withdraw your consent to be notified of marketing initiatives, please call us at 905-888-7900.

**Accuracy**

York Alliance Insurance Brokers Inc. will maintain your Personal Information as accurate, complete and up-to-date as is necessary for the Identified Purposes.

**Safeguards**

York Alliance Insurance Brokers Inc. will protect your Personal Information by security safeguards appropriate to the sensitivity of the information. Safeguards will vary depending on the sensitivity, format, location and storage of the Personal Information.

**Limiting Collection & Retention of Personal Information**

York Alliance Insurance Brokers Inc. will only collect, use or disclose Personal Information that is necessary for the Identified Purposes or as required by law. If we require Personal Information for any other purpose, you will be notified of the new purpose, and subject to your consent. York Alliance Insurance Brokers Inc. will only collect Personal Information by fair and lawful means. We will retain Personal Information only as long as is necessary for the fulfillment of the Identified Purposes.

**Accountability, Openness & Customer Access**

York Alliance Insurance Brokers Inc. is responsible for all Personal Information under its control and has designated a Privacy Officer who is accountable to York Alliance Insurance Brokers Inc.'s compliance with this Privacy Policy.

If you have any questions about this Privacy Policy or your Personal Information, please call us at 905-888-7900. When you call us, we may confirm your identity by asking you to confirm certain Personal Information and you may be directed to send us certain requests in writing.