

Privacy Policy

Kingsson Assurance

Last Updated: September 2026

Kingsson Assurance ("Kingsson Assurance," "we," "us," or "our") is an independent, family-owned life insurance and annuity agency. We respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (kingsson-assurance.com), request a quote, or otherwise interact with us.

By using our website or providing us with your information, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

Information you provide directly:

- Name, mailing address, email address, and phone number
- Date of birth, gender, and marital status
- Financial information relevant to insurance or annuity products (e.g., income range, savings goals, retirement timeline)
- Health-related information you choose to share when requesting quotes for certain products (e.g., final expense insurance)
- Beneficiary information
- Any information you submit through contact forms, quote requests, or scheduling tools on our website

Information collected automatically:

- IP address, browser type, device information, and operating system
- Pages visited, time spent on our site, and referring/exit pages
- Cookies and similar tracking technologies (see Section 5)
- Data collected through advertising pixels and conversion tracking (e.g., when you arrive from a social media ad)

Information from third parties:

- Information from insurance carriers, marketing partners, or public records used to verify or supplement the information you provide
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2. How We Use Your Information

We use the information we collect to:

- Provide insurance quotes and process applications for life insurance, annuity, and final expense products
- Communicate with you about your inquiry, application, or policy
- Match you with appropriate carriers and products based on your needs
- Improve our website, marketing, and services
- Send you educational content, newsletters, or promotional materials (you may opt out at any

time)

- Comply with legal, regulatory, and licensing obligations as an insurance producer
 - Detect and prevent fraud or misuse of our website
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3. How We Share Your Information

As a licensed insurance agency, we may share your information with:

- **Insurance carriers** we work with (such as the carriers we represent) in order to obtain quotes, submit applications, and service policies
- **Service providers** who support our operations, such as our CRM/marketing platform, email providers, and website hosting
- **Advertising platforms** (e.g., for conversion tracking on paid ad campaigns), in accordance with those platforms' own privacy practices
- **Regulators or legal authorities** when required by law, subpoena, or to protect our legal rights

We do not sell your personal information to third parties.

Gramm-Leach-Bliley Act (GLBA) Notice

As a licensed insurance producer, Kingsson Assurance is subject to the Gramm-Leach-Bliley Act and applicable state insurance privacy regulations, which govern how we may collect, use, and disclose nonpublic personal financial information. We limit sharing of your nonpublic personal information to what is necessary to service your insurance needs, as permitted or required by law.

4. Your Choices and Rights

- **Opt out of marketing communications:** You can unsubscribe from emails at any time using the link in any message, or by contacting us directly.
- **Access or correct your information:** You may request access to, correction of, or deletion of your personal information by contacting us using the details below.
- **Do Not Call/Text preferences:** If you no longer wish to be contacted by phone or text, let us know and we will update our records accordingly.

Certain state laws (such as the California Consumer Privacy Act) may provide additional rights to residents of those states. If applicable to you, contact us to exercise those rights.

5. Cookies and Tracking Technologies

Our website may use cookies, pixels, and similar technologies to:

- Remember your preferences
- Understand how visitors use our site
- Measure the effectiveness of our advertising campaigns (including on platforms such as X/Twitter)

You can control cookies through your browser settings. Disabling cookies may affect some website functionality.

6. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

7. Children's Privacy

Our website and services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children.

8. Third-Party Links

Our website may contain links to third-party websites, including carrier websites. We are not responsible for the privacy practices of those third parties and encourage you to review their privacy policies.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Last Updated" date. Your continued use of our website after changes are posted constitutes acceptance of the updated policy.

10. Contact Us

If you have questions about this Privacy Policy or how we handle your information, please contact us:

Kingsson Assurance

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Producer Number: 20612657