



How we use the information you give to us

When you apply to take out life assurance or individual protection insurance, we will use the personal information you give us to recommend, set up and administer your Policies. The kind of information we will ask you for will include your name, address, contact phone number and current financial circumstances.

- ▶ We may also use this information to:
 - keep you informed about any benefits and services that may be of use to you
 - enable us to develop and improve our service to you, and to monitor our business.
- ▶ To enable us to record, process and use your personal information, we may disclose relevant details to:
 - other subsidiary companies of Countrywide Assured plc
 - organisations connected to, and contractors working for Countrywide Assured plc
 - fraud prevention agencies (details of the agencies we use are available on request)
 - our appointed reinsurer (details of the appointed reinsurer are available on request)
 - anyone to whom you authorise us to disclose your information
 - comply with any requirements imposed by law or regulatory body.
- ▶ We will only hold your personal information for as long as necessary. This means that to comply with financial legislation and to help us to answer any queries you may have in the future, we will hold your details for a fixed period of time if you do not take out a Policy with us, and also for some time after your Policy has ended.
- ▶ Under the Data Protection Act, you can ask in writing for a copy of the information we hold about you. A fee is normally payable for this service.



Our Customer Service to you

From time to time, other subsidiary companies of Countrywide Assured plc or other carefully selected companies may contact you by mail, telephone, or other means to keep you up to date about products and services that may be of value to you as your financial needs change.

We will always try to ensure that the information you receive is relevant to your needs. If you would prefer not to take advantage of this service however, please write to: The Data Protection Officer, Countrywide Assured plc, FREEPOST NWW 6788, Preston PR2 2YT.

Please ensure that you provide us with your date of birth and full name and address, including postcode.

YOUR RIGHT TO
CONFIDENTIAL
TREATMENT OF THE
INFORMATION WE
HOLD ABOUT YOU



Countrywide Assured