

# **Privacy Policy**

## **The Information We Collect from You**

ID Theft Assist allows you to purchase a subscription conveniently through our Web site. We collect your personal information only if you decide to purchase a subscription to ID Theft Assist, participate in one of our surveys or transact other business with us. In order to process your order and provide you with quality customer service, we need your full name and current and/or billing address, your email address (so we can contact you) and, if you purchase ID Theft Assist through a credit card, a valid credit card number. We use personal information to authenticate the credit card number.

## **Security Measures We Take**

ID Theft Assist takes precautions to secure your personal information. If and when we ask you to provide your personal information, we will do so through a Web page that uses the Secure Sockets Layer (SSL) protocol. This protocol provides security for your information by encrypting it as it travels from your computer to our computer.

## **Ordering**

When you order a subscription, ID Theft Assist must share some of your personal information with contracted providers of the ID Theft Assist service in order to process your transaction. For example, ID Theft Assist must share your name with Worldwide Assistance, who provides the ID Theft Rapid Response Call Center for subscribers.

## **Third Parties**

ID Theft Assist does not provide any of your personal information to third-party vendors.

## **The Collection of Anonymous Data**

In order to enhance the usefulness of our Web site and our products and services, ID Theft Assist will collect data about our customers' use of our Web site, in a manner that does not include any personally identifiable information. While you browse the ID Theft Assist Web site, we note which pages of our site you visit and note the IP address of your computer (as all Web sites do automatically), but we do not link that address information to your personal information. The general information we gather enables us to serve our customers better by continually enhancing our site based on up-to-date use patterns.

## **Notification of Changes to this Privacy Statement**

ID Theft Assist may amend this Privacy Statement at any time, but will notify users in advance of any material change, by posting a notice of the change in a prominent position on the home page of the ID Theft Assist Web site. If the amendment would permit us to share your personal information with third parties in a manner materially different than described in this Privacy Statement, unless required by law or court order or in order to safeguard the operations of our site or our customers, you will be given an opportunity to inform us that you do not consent to such sharing of your personal information.

## **Possible Acquisition**

In the event of an acquisition of all or part of ID Theft Assist by another company, or in the event that ID Theft Assist were to sell or dispose of all or a part of the business, the acquirer would have access to the information maintained by the ID Theft Assist business, which could include your personal information, subject to applicable law. The acquirer's privacy policy might be different than ID Theft Assist's privacy policy, or the acquirer might choose to amend ID Theft Assist's privacy policy. You will be notified by email if, as a result of such acquisition, ID Theft Assist's privacy policy is materially changed or if the acquirer's privacy policy is materially different than ID Theft Assist's privacy policy. In connection with such notice, you will be given an opportunity to inform the acquirer that you do not consent to the use or disclosure by the acquirer of your personal information in accordance with such new or revised privacy policy.

## **Links to Other Web Sites**

Some pages on the ID Theft Assist Web site may contain links to other web sites. Please note that when you click on one of these links, you are moving to another Web site. We encourage you to read the privacy statements of these linked sites as their privacy policy may differ from ours.

## **Questions regarding ID Theft Assists privacy practices should be directed to:**

ID Theft Assist  
2 Pleasant Terrace  
Boonton, NJ 07005  
Email: [privacy@idtheftassist.com](mailto:privacy@idtheftassist.com)