



## Privacy Policy

**Effective Date:** September 2024

At Medicare 411, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your information when you interact with us, whether online, over the phone, or in person. By using our services, you agree to the terms of this policy.

### 1. Information We Collect

We may collect personal information, including but not limited to:

- Personal Identifiers: Name, address, email, phone number, date of birth, and Social Security number.
- Medical Information: Health conditions, treatments, and prescriptions related to Medicare plan selection.
- Financial Information: Bank account details or credit card information for billing purposes.
- Medicare and Insurance Data: Medicare ID number, insurance policy information, and preferences regarding Medicare plans.

### 2. How We Use Your Information

We use the information we collect for purposes such as:

- Assessing your eligibility for Medicare plans.
- Recommending Medicare and other insurance plans tailored to your needs.
- Communicating with you regarding your policy, coverage, and any claims.
- Processing payments and handling claims or other transactions.
- Complying with applicable legal requirements and Medicare regulations.

### 3. Sharing of Your Information

We may share your personal information in the following circumstances:

- With Medicare Providers: To assist in the selection of appropriate Medicare plans.
- Third-Party Service Providers: For services such as billing, claim processing, or customer service support.
- As Required by Law: If necessary to comply with legal obligations or governmental requests.
- With Your Consent: For any other purposes you have expressly authorized.



#### **4. Data Protection and Security**

We implement industry-standard security measures to protect your personal information, including:

- Encryption of sensitive data during transmission.
- Access controls to limit who can view or process your data.
- Regular monitoring of our systems for vulnerabilities or potential breaches.

#### **5. Your Rights**

You have the following rights regarding your personal information:

- Access: You may request to know what personal information we have about you.
- Correction: You can ask us to update or correct inaccurate information.
- Deletion: You can request that we delete your personal information, subject to legal and regulatory retention requirements.
- Opt-out: You may opt out of receiving marketing communications from us at any time.

#### **6. Cookies and Tracking**

We use cookies and similar tracking technologies on our website to:

- Enhance your browsing experience.
- Collect information about your usage patterns to improve our services.

You may disable cookies in your browser settings, but some website features may be limited as a result.

#### **7. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or the content of such websites.

#### **8. Updates to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. The most recent version will always be available on our website, and we encourage you to review it periodically.

#### **9. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at:

*Medicare 411*  
5192 Harrison Ave, Rockford, IL 61108  
(815) 329-6937