

## Privacy Policy for The Benefit Group, Inc.

Last updated: 07/22/2024

The Benefit Group, Inc. (also referred to as “we”, “us”, and “our”) is a privacy conscious company. This Privacy Policy outlines the types of information we collect from and about you when you visit our website, how we use such information, and the steps we take to protect it.

We use your Personal information to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

Our aim is not just complying with privacy law, it's to earn your trust.

### 1. Information Collection

- a. Personal Information: We collect personal information that you voluntarily provide to us when you:
  - i. Register for an account
  - ii. Participate in our programs and services
  - iii. Contact us with inquiries
  - iv. Personally identifiable information may include, but is not limited to First and Last name, email address, address, and phone number. Other identifiable information may include information used to enroll in the plan such as identification number, names of dependents, plan number, date of birth and details you choose to provide.
- b. Non-Personal Information: We also collect non-personal information about your visit to our website, including the browser type and language, operating system, IP address, access time, and the pages you visit.

### 2. Use of Information

- a. To Provide Services: We use the information we collect to operate, maintain, and provide you with the features and functionality of our services.
- b. Communication: We may use your information to communicate with you about our services and your account, changes to any plan or policies, newsletters or emails that may be of interest to you.
- c. Improvement of Services: We use the information gathered and analyze the usage trends and preferences of our visitors and users to enhance our website, improve our services, and decrease diagnose technical issues.

### 3. Information Sharing

- a. Third-Party Service Providers: We may share your information with third-party service providers that perform services on our behalf, including data analysis, email delivery, hosting services, and customer service. If you would like to opt out of such disclosures, please contact [info@tbqco.com](mailto:info@tbqco.com).
- b. Legal Requirements: We may disclose your information if required by law or in the good faith belief that such action is necessary to comply with legal obligations.

### 4. Tracking technologies and Cookies

- a. To ensure that the Website, is well managed and to facilitate improved navigation, we or our service provider(s) may use tracking technologies such as, cookies (small text files stored in a user's browser) or Web Beacons (electronic images that allow us to count users who have accessed content and to access certain cookies) to collect aggregate data.

5. Data Security
  - a. We will take all appropriate reasonable technical, legal and organizational measures to protect all information that we collect and process Unfortunately, no internet based or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is not longer, please immediately notify us.
6. Children's Privacy
  - a. Our website and most general and professional websites do not knowingly collect any information from children under the age of 13 at any time. We strive to be the same and comply with the Children's Online Privacy Protection Act (COPPA). We strongly encourage parents and guardians to regularly monitor and supervise their children's online activities. If a child under the age of 13 has provided Personally Identifiable Information on our website without the consent of his or her parent or guardian, we ask that a parent or guardian send an e-mail to [info@tbgco.com](mailto:info@tbgco.com) and we will delete the child's Personally Identifiable Information from our files.
7. International Data Transfers
  - a. If you are located outside of the United States, please note that we transfer the data, including personal data, to the United States and process it there.
8. Your Privacy Rights
  - a. Depending on your location, you may have rights under data protection laws in relation to your personal data, including the right to access, correct, or delete the personal data we hold about you.
9. Changes to This Privacy Policy
  - a. We may update this Privacy Policy from time to time at our discretion. When we make changes to this Privacy Policy, we will revise the date at the top of this page. We encourage you to periodically review this Privacy Policy to view any updates.
10. Contact Us
  - a. If you have any questions about this Privacy Policy, please contact at:
    - i. Email: [info@tbgco.com](mailto:info@tbgco.com)
    - ii. Phone: (800) 333-8602 or (402) 964-9900
    - iii. Mailing Address: 11924 Arbor Street, Suite 200, Omaha, NE 68144