

# PRIVACY NOTICE

Apex Insurance Brokers respect your privacy. This Privacy Notice describes the ways we collect information from and about you, and what we do with the information, so that you may decide whether or not to provide information to us. By accessing our website or purchasing our products or services you agree to this Privacy Notice in addition to any other agreements we might have with you. This Privacy Notice does not govern the practices of entities that our Company does not own or control, or entities that do not own or control our company or people that our Company does not employ or manage.

## PRIVACY POLICY STATEMENT

### 1. Our Collection of your Personal Information

The information we collect may include your personal information, such as your name, contact information, IP addresses, and information required to obtain quotations and place insurance business. We collect personal information from you at different points, including but not limited to the following:

- when we correspond with you as a customer or prospective customer;
- when you visit our website;
- when you take out an insurance policy via us;
- when you contact us for help

### 2. Our Use of your Personal Information

Our Company may use information that we collect about you to:

- deliver the products and services that you have requested;
- manage your customer relationship and provide you with customer support;
- perform research and analysis about your use of, or interest in, our products or services;
- communicate with you by e-mail, postal mail, telephone and/or mobile devices about products or services that you may hold with us, may be of interest to you either from us, or other third parties;
- verify your eligibility to credit facilities;
- transfer personal information to third parties for any legally permissible purpose in our sole discretion.
- enforce our terms and conditions

We do not sell personal information to third parties.

### 3. Our Disclosure of your Personal Information to Third Parties

We may share your personal information with third parties only in the ways that are described in this Privacy Notice:

- we may provide your information to our partner insurers and service providers who perform functions on your/our behalf;
- we may provide your information to our service providers who perform functions on our behalf. Usually our service providers sign a confidentiality agreement;
- we may allow a potential acquirer or merger partner to review our databases, although we would restrict their use and disclosure of this data during the diligence phase and direct them to treat the data confidentially;
- as required by law enforcement, government officials, or other third parties pursuant to a court order, or other legal process or requirement applicable to our Company; or when we believe, in our sole discretion, that the disclosure of personal information is necessary to prevent physical harm or financial loss, to report suspected illegal activity or to investigate violations of our agreements or Company policies; and
- other third parties with your consent or direction to do so.

Please note that these third parties may be in other countries where the laws on processing personal information may be less stringent than in your country. By accessing our sites and using our services, you consent to any such transfer of information outside of your country.

#### **4. Our Security Measures to Protect your Personal Information**

Our systems have security measures in place to help protect information under our control from the risk of accidental or unlawful destruction or accidental loss, alteration or unauthorized disclosure or access.

#### **5. Our Use of Cookies and Links**

Our web pages use “cookies.” Cookies are text files we place in your computer’s browser to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us by, for example, registering at one of our sites. However, once you choose to furnish the site with personal information, this information may be linked to the data stored in the cookie. We use cookies to understand site usage and to improve the content and offerings on our site. We also may use cookies to offer you products or services. You have many choices with regards to the management of cookies on your computer. All major browsers allow you to block or delete cookies from your system. To learn more about your ability to manage cookies, please consult the privacy features in your browser.

We may create links to other web sites. We will make a reasonable effort to link only to sites that meet similar standards for maintaining each individual’s right to privacy. However, many other sites that are not associated with or authorized by our Company may have links leading to our site. Our Company cannot control these links and we are not responsible for any content appearing on these sites. Since our website does not control the privacy policies of third parties, you are subject to the privacy practices of that third party. We encourage you to ask questions before you disclose any personal information to others.

## **6. Our Retention of your Personal Information**

We will retain and use any personal information for as long as is necessary to obtain quotations and place insurance business and as long as necessary to comply with our legal obligations, to resolve disputes, and enforce our agreements.

## **7. Your Rights in respect of our processing of your Personal Information**

You have the right to;

- information about how your data is processed,
- access the data we hold about you which will be provided to you within one month of your request, free of charge unless we reasonably believe that your request is manifestly unfounded or excessive,
- have incomplete or inaccurate data rectified,
- the deletion or removal of personal data where there is no compelling reason for us to continue to process it,
- restrict our processing of your personal data (although we will still be permitted to store it),
- data portability,
- object to our processing your data where we do so in connection with our legitimate interests, or in relation to our profiling your data or using it for marketing purposes.

If you would like to exercise any of your rights above you may do so by writing to us at the address at the beginning of this notice, or e-mailing us with specific details of your request at: [info@apexinsurancebrokers.co.uk](mailto:info@apexinsurancebrokers.co.uk)

## **8. Changes to our Privacy Statement**

This Privacy Notice is subject to change. It was last updated on 16 December 2025. If we make changes to this Privacy Notice, we will update the date shown in the privacy notice.

## **9. Contacting Us**

If you have any questions about this Privacy Statement, our practices or have any concerns please contact our Privacy Officer at:

Apex Insurance Brokers

QCS 53 Queen Charlotte Street, Bristol, BS1 4HQ