GREAT SOUTHERN AGENCY LLC

980 Hays Mill Road • Carrollton, GA 30117
www.greatsa.us • Phone: 678-664-0600 • Fax: 678-664-0602 • info@greatsa.us

PRIVACY POLICY & NOTICE OF INSURANCE INFORMATION PRACTICES

Effective Date: November 2026

Great Southern Agency LLC ("we," "our," or "us") values your trust and is committed to protecting the privacy and integrity of your personal and business information. This Privacy Policy explains how we collect, use, safeguard, and disclose non-public personal information and business data through our website (www.greatsa.us), quote forms, and insurance services, in compliance with applicable Department of Insurance regulations and federal and state privacy laws.

1. Information We Collect

We collect information necessary to evaluate your risks, provide commercial and personal insurance quotes, and service your policies. This includes:

- **Information You Provide Directly:** Your name, business name, mailing address, email address, phone number, driver's license details, property or vehicle details, business operations data, loss runs, and financial information submitted through our website forms, phone calls, or emails.
- **Information from Third-Party Sources:** In connection with your insurance applications and policy offerings, we may collect personal or business information from consumer reporting agencies, motor vehicle departments, credit or financial history reporting organizations, loss history databases (such as CLUE), and prior insurance carriers.
- **Website & Technical Data:** When you visit www.greatsa.us, we may automatically collect standard technical data such as your IP address, browser type, device information, and pages visited through cookies and analytics tools to improve website functionality and security.

2. How We Use Your Information

We treat your personal and business data as confidential and proprietary, using it strictly to evaluate risks, obtain quotes, underwrite and service policies, communicate with you, and fulfill regulatory or legal obligations.

3. How We Share Your Information

We do not sell, rent, or trade your information to third parties for independent marketing. We share information only as needed to service your insurance needs or comply with the law, specifically with:

- **Insurance Markets & Intermediaries:** Partner carriers, managing general agents (MGAs), program administrators, wholesale brokers, and premium finance companies.
- **Operational Service Providers:** Trusted vendors for agency management systems (AMS), CRM software, rating platforms, and IT security, bound by strict confidentiality obligations.
- **Legal & Regulatory Authorities:** State departments of insurance, law enforcement, or courts when required by law, regulation, or subpoena.

4. Text Messaging (SMS) & Electronic Communications

If you opt in to receive text messages or calls regarding your quotes or account updates:

- **Strict SMS Privacy:** Mobile opt-in data and consent are never shared with third parties or affiliates for marketing or promotional purposes.
- **Opt-Out Rights:** You may opt out at any time by replying STOP to any text message, clicking an email unsubscribe link, or contacting us directly (message and data rates may apply).

5. Data Security & Safeguards

We utilize physical, electronic, and procedural safeguards—including SSL encryption, secured data storage, and password-protected systems—to protect your non-public data from unauthorized access, restricting access solely to authorized personnel and partners.

6. Your Privacy Rights & Access to Information

You have the right to review the personal information we hold in our files and request corrections of any inaccuracies. Depending on your state of residence, you may have additional data privacy rights. To submit a request regarding our privacy practices or your files, contact us at info@greatsa.us.

7. Changes to This Policy

We may update this Privacy Policy periodically to reflect business, operational, or legal changes, posting the revised version and effective date on our website.

8. Contact Us

For questions or privacy-related inquiries, please reach out to us at:

Great Southern Agency LLC
980 Hays Mill Road • Carrollton, GA 30117
Phone: 678-664-0600 • Fax: 678-664-0602
Email: info@greatsa.us • Website: www.greatsa.us