

## Electronic Privacy Policy

We are just as committed to protecting your privacy on the Internet as we are for traditional insurance services. This Electronic Privacy Policy applies to your use of our websites, [www.cinfin.com](http://www.cinfin.com) and [blog.cinfin.com](http://blog.cinfin.com), and to your use of our app for Apple iOS (our "Resources"). It does not apply to any non-CFC website that you may access via link on a CFC website or Web page.

### Information We Collect

We collect your personal information on our Resources only when you voluntarily provide it to us. We use this information only for the purpose for which you provide it and do not disclose it to non-affiliated third parties for marketing purposes. We will not send you an email in which we ask for personal information from you (such as a password or Social Security number) or link you to our Resources to ask you for such information unless we reference a specific transaction or information that you have requested.

We collect aggregate information to maintain and enhance the services of the site. Aggregate information is any information that does not allow us to identify a specific individual. Examples include: dates, times and areas visited on the site or what browser was used to access the site. The information that we collect is used to improve the content of our Resources and to improve our service to you and other consumers.

We also collect Non-Personal Information ("Non-PI") to assist with ad reporting purposes. Non-PI cannot be used to contact any single person or entity and may include your IP address, what browser was used, which and how many of our web pages have been viewed, search terms entered, referring/exit pages, and the date and time one of our ads were viewed.

Access to pages with content specific to agents, brokers and customers is password-protected and requires registration. Personal information acquired through registration is kept confidential and will not be disclosed to third parties except as may be permitted or required by law. The way we use your personal information will be explained to you at the time of collection. Depending upon your relationship with us, you may receive other privacy notices from us providing additional detail about our privacy practices.

We may offer blogs, online forums or other interactive features on our Resources that enable consumers to share information about our services or other issues of interest. You should be aware that any communications you submit or post to any such interactive features on our websites and Web pages may be viewable by other participants or users of our websites and Web pages. Therefore, you acknowledge and understand that you have no expectation of privacy or confidentiality in the content you submit for such interactive features, whether or not it contains personal information about you. In addition, you are responsible for all content that you may post to blogs, online forums, or similar features we may offer in connection with our Resources. You therefore agree that you shall refrain from posting any content which is libelous, defamatory, obscene, protected by copyright, or which contains the personally identifiable information of you or third parties. We reserve the right, at our sole discretion, to remove any content which violates the previous sentence and/or to discontinue your access to these features.

By submitting content (other than personal information subject to the CFC's [Privacy Policy](#)), you grant to CFC an unrestricted, irrevocable, worldwide, perpetual, royalty-free license to use, publish, reproduce, display, publicly perform, distribute, transmit and use such information and materials for any purpose, in any manner and in any media, without consideration paid to you, including without limitation, disclosing any such information and materials as necessary to satisfy any law, regulation, or governmental request. CFC shall not be subject to any obligations of confidentiality regarding any information or materials that you submit except as specified in the CFC's Privacy Policy, or as otherwise specifically agreed or required by law. By virtue of your posting, you hereby grant CFC permission to track your comments as necessary.

## **Social Security Protection Policy Statement**

We are committed to complying with all legal and contractual duties regarding the confidentiality of Social Security numbers. We protect the confidentiality of Social Security numbers by disclosing them only as permitted by law. We seek to limit their access, use, and disclosure consistent with our [Privacy Policies](#) and are committed to prohibiting their unlawful disclosure through the use of reasonable physical, electronic and procedural safeguards.

## **Use of Cookies and Web Beacons**

We use cookies to improve our level of service to you. Cookies are pieces of information that are placed in your Web browser when you visit our site. We do not use cookies to retrieve personal information from your computer that was not voluntarily provided by you. If you choose to disable these cookies, some or all of the functionality of our site may be unavailable to you. The Resources are intended to be used/viewed within the United States only. We also use web beacons and the cookies of reputable Third Parties to better understand the effectiveness of our ads.

You can choose to opt out of data collection for our ads by visiting the [Network Advertising Initiative](#) and [Cookie Opt-out Page](#). Please note: your choices are not associated with you as a particular individual, but rather with the browser you are using. If you change computers, web browsers or cookie settings, you need to re-implement your preferences by re-visiting the links above.

## **Children**

This site is not directed to or intended for children. We do not knowingly collect or solicit information from children under the age of 13.

## **Information We Disclose To Third Parties**

We share Non-PI with our reputable Third Parties for ad reporting purpose. You can opt out of data collection for our ads by visiting the links above. We do not sell your personal information to anyone. We do not disclose your personal information to third parties - people and companies that are not affiliated with us - for their own marketing purposes. For this reason, no "opt-out" is required. If we share some personal information about you with third parties without your specific authorization, it is to provide you with products and services that you request or expect from us, and as otherwise permitted by law.

## **Information Security**

We restrict access to personal information about you to those employees and third parties who need access to that information in order to provide products and services to you on our behalf. We maintain reasonable physical, electronic and procedural safeguards to guard your personal information. For example, our site utilizes SSL encryption to protect information as it is transmitted between your Web browser and our site.

## Hyperlinks

Our Resources contains links to other websites. Please note that when you click one of those links, you are leaving the Resources and may be entering a website or “app” belonging to another organization (the “Third Party Resources”). These Third Party Resources are not maintained by us and contain information created, published, or otherwise posted by organizations and entities independent of us. We do not approve, endorse, or certify any products, services, or information contained in these Third Party Resources. We are not responsible for the content, accuracy, legality, safety, security, functionality, timeliness, reliability, fitness for any particular purpose, merchantability, or privacy of any such Third Party Resources. We encourage you to read the Privacy Statements of these Third Party Resources as their privacy policy may differ from ours.

## Modifications

We reserve the right, at our discretion, to change, modify, add or remove portions of this policy from time to time. You can always find out about any such changes, and access the most current version of this Electronic Privacy Policy, by clicking “Privacy Policies” on the homepage of our website.

## Consent

By using our Resources, you signify your consent to this Electronic Privacy Policy. If you do not agree to this policy, please do not use this site.

## Terms of Use and Disclaimers

Our Electronic Privacy Policy does not supersede the Terms of Use and Disclaimers found in the [Terms and Conditions](#) that governs your use of our website. Any conflict between the two shall be determined in favor of such Terms of Use and Disclaimers.

## How to Contact Us

Questions or comments about the Electronic Privacy Policy should be directed to:

Cincinnati Financial Corporation  
Attn: Regulatory & Consumer Relations - Privacy  
P.O. Box 145496  
Cincinnati, Ohio 45250-5496  
Phone: 888-744-2170 (toll free) or 513-603-5992  
Email: [privacy@cinfin.com](mailto:privacy@cinfin.com)

For more information about using our website, please view our [Terms and Conditions](#). For additional information on our privacy policies, please visit [http://www.cinfin.com/Privacy\\_Policies/default.aspx](http://www.cinfin.com/Privacy_Policies/default.aspx). Thank you for visiting our website.