



PRIVACY FAQ

EFFECTIVE DATE: November 4, 2013

WHAT DOES PROTECTCELL DO WITH YOUR PERSONAL INFORMATION?

WHO IS PROVIDING THIS FAQ?	Digital Leash, LLC d/b/a ProtectCELL
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WHY ARE WE SHARING THIS FAQ?	Companies choose how they share your Customer Proprietary Network Information (CPNI). Federal law gives consumers the right to limit some but not all sharing of their CPNI. Federal law also requires us to tell you how we collect, share and protect your CPNI. Please read this FAQ carefully to understand what we do.
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WHAT CPNI DOES PROTECTCELL COLLECT?	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none">• First and last name• Address• Telephone number(s)• Email address• Product or Service purchased <p>When you are no longer our customer, we continue to share this information as described in the Privacy Policy and this FAQ.</p>
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WHY DOES PROTECTCELL SHARE CPNI?	All companies need to share customers' personal information to run their everyday business. In the section below, we list the reason marketing companies can share their customers' personal information; the reason ProtectCELL chooses to share; and whether you can limit this sharing.
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REASONS WE CAN SHARE YOUR PERSONAL INFORMATION	DOES PROTECTCELL SHARE?	CAN YOU LIMIT THIS SHARING?
For our everyday business purposes – such as to process your transactions, maintain your account (s), and respond to court orders and legal investigations	Yes	No
For our marketing purposes – to offer our products and services to you	Yes	Yes
For joint marketing with our partners, dealers, and affiliates	Yes	Yes
For everyday business purposes of our partners, dealers, and affiliates – information about your transactions and experiences	Yes	Yes
For nonaffiliates – businesses with which ProtectCELL has no partnership, dealer agreement, or affiliation – to market to you	No	We don't share CPNI with nonaffiliates

HOW DOES PROTECTCELL HANDLE CPNI?	
How does ProtectCELL protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does ProtectCELL collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> • Purchase our products or services • Purchase products or services from our partners, dealers, or affiliates • Submit your information voluntarily by email or through our website <p>We may also collect your personal information from other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"> • Partners, dealers, and affiliates from using your information to market to you • Sharing with businesses with which ProtectCELL has no partnership, dealer agreement, or affiliation to market to you <p>State laws and individual companies may give you additional rights to limit sharing.</p>

QUESTIONS?	<ul style="list-style-type: none"> • Write to: Digital Leash, LLC d/b/a ProtectCELL, 39500 High Pointe Blvd., Suite 250, Novi, MI 48375 • Email: opt-out@protectcell.com • Call: 877.775.3274
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DEFINITIONS	
Affiliates	<p>Companies related by common ownership or control. They can be marketing or non-marketing companies.</p> <ul style="list-style-type: none"> • Fortegra • Auto Knight Motor Club • Bliss & Glennon • Consecta • Continental Car Club • eReinsure • Life of The South Insurance Company • Pacific Benefits Group • South Bay Acceptance Corporation • UERG • United Motor Club of America, Inc. • 4warranty • PC Image Works • Bankers Life of Louisiana • Insurance Company of the South • Lyndon Southern Insurance Company • Response Indemnity Company of California • Southern Financial Life Insurance Company
Nonaffiliates	<p>Companies not related by common ownership or control, with which ProtectCELL has no partnership, dealer agreement, or other formal affiliation.</p> <ul style="list-style-type: none"> • ProtectCELL does not share with nonaffiliates, but they can and may market to you independently.
Joint Marketing	<p>A formal agreement between nonaffiliated companies that together market products or services to you.</p> <ul style="list-style-type: none"> • ProtectCELL jointly markets products and services with LifeLock, Inc. (“LifeLock”), Next Jump, Inc. (“Rewards Mall”), and ProtectCELL’s dealer partners.