

The world has changed a lot since our UK parent company started out in a London coffee shop in 1696, but our focus for the last 300 years has been to use our expertise to provide our customers with the general insurance products they need.

Our business has always been about understanding risk, to ensure everyone is paying an appropriate price for their insurance product. To do this, we need to use some of your personal information. We will only use what's relevant. The information we use also helps us develop services and insurance products that are tailored to your needs.

We protect your personal information

- Keeping your personal information safe and secure is a priority in everything we do.
- We use safeguards such as firewalls and encryption to help keep your personal information safe.
- We vigilantly monitor activity and keep a watchful eye on your policies to ensure that only you have access, and importantly fraudsters don't.

We do not sell your personal information

What we don't do with your personal information is as important as what we do with it.

We do not:

- Sell your personal information to anyone

We sometimes:

- Share your personal information with other companies, so we can provide you with the products and services that you want from Aviva, for example
 - to give you an easier auto insurance quote, we share your vehicle identification number (VIN) with an information provider who helps us know your car's make and model

When we share your personal information with another company, they can only use it for the specific purposes that we agree, and not for marketing additional products and services. Your personal information will only be shared in an appropriately safe and secure way.

We use personal information to continually improve the products and services we offer you

We use your personal information to understand your risks and offer you products to meet your needs. The benefits of Aviva using your personal information include:

- giving you a quote or settling a claim as quickly and easily as possible, keeping the number of questions we ask to a minimum
- ensuring your product or coverage meets your specific needs such as insuring a specific item which you need to protect
- setting insurance prices by understanding you, like knowing whether you smoke, helps us set appropriate premiums

Our commitments to you are:



We protect your personal information



We do not sell your personal information



We use personal information to continually improve the products and services we offer you.

If you would like to see the types of personal data we collect and why we need it, you can click [here](#).