

**PRIVACY POLICY NOTICE - As of July 1, 2011**  
**REVISED JUNE 29, 2010**  
**PURPOSE OF THE NOTICE**

Haake Companies takes your privacy very seriously. We share a commitment to protect your privacy and the confidentiality of your personal, financial and medical information.

As providers of products and services that involve compiling personal – and sometimes sensitive – information protecting the confidentiality of that information has been and will continue to be a top priority for Haake Companies. This notice explains the type of information we collect, who we share it with and safeguards taken to protect that information. Haake Companies encompasses all companies included in Chas. G. Haake & Sons, Inc., dba Haake Companies, Haake Insurance Agency, Haake Benefits Consulting, Haake Executive Financial Services and Haake Human Resource Consulting.

***The statements in this notice apply to our current as well as former customers.***

**OUR PRIVACY POLICIES AND PRACTICES**

**1. We collect information necessary to provide the coverages and products you have asked us to put in place for you.**

We collect non-public personal information about you from the following sources:

- ◆ Information we receive from you on applications or other forms,
- ◆ Information about your transactions with us, our affiliates or others, and
- ◆ Information we receive from a consumer-reporting agency.

We maintain information about your transactions with us, such as policy coverage, premiums and payment history.

Depending on the products and services you request, we may collect medical information from your application, claim forms, or other forms used to underwrite or administer your policy, claim, or account. We do not use or share personally identifiable medical information for any other purpose other than those listed or as otherwise permitted by law or authorized or directed by you.

**2. Information we may disclose to third parties:**

Haake Companies does not sell lists of customers, nor do we disclose nonpublic customer information to companies other than the ones we use to quote and provide your insurance business as required or permitted by law.

Nonpublic personal information may be shared with affiliated and nonaffiliated third parties in order to administer or service an insurance policy or claim, and as otherwise permitted or required by law. Our Affiliates include insurance companies, administrators, investment companies, brokers/dealers and other providers of financial products and services. Examples of unaffiliated third parties include brokers, persons or organizations retained to assist in the administration of policies and/or claims (such as appraisers, repair shops and medical providers), insurance support organizations, reinsurers, companies we have joint marketing agreements with, and others as permitted or required by law.

**3. Our practices regarding information confidentiality and security:**

In compliance with the Health Insurance Portability and Accountability Act (HIPAA), our employees are trained and required to maintain our privacy policies and procedures. Employees who violate these policies and procedures are subject to disciplinary action. Affiliates and third parties to whom we disclose information are required to maintain adequate security standards for the protection of collected information. In addition, we maintain physical, electronic and procedural safeguards to protect information.

**4. Access and Correction –** Generally, upon your written request, we will make available information for your review with the exception of information collected in connection with, or in anticipation of, any claim or legal proceeding. If you notify us in writing that information is incorrect, we will review it and correct any erroneous information.

**5. Our Practices Regarding Internet Usage:**

- ◆ When you visit our website at [www.haakeins.com](http://www.haakeins.com), we want to assure you that we adhere to this Privacy Policy Notice.
- ◆ We collect and store information about “hits” on our website for internal review purposes only. Such information may include the name of the domain from which you access the Internet, the date and time you access our site, and the Internet address of the website from which you linked to us.
- ◆ Our website does not require you to disclose any personally identifying information. However, if you do provide personal identifying information, Haake Companies will not disclose or sell that information.

***Please remember not all e-mail is secure against interception. If your e-mail contains information that is sensitive or includes personally identifying information, you may want to send this via postal mail.***

**6. When we will notify you:**

If you are a current customer, we will send an annual Privacy Policy Notice to you. We will continually work to protect the privacy of our individual customers and will continually review our privacy policy. If at some point in the future we revise our privacy practices that affect your nonpublic personal information, we will notify you prior to introducing any changes.

**7. How you can contact us:**

If after reading this, you have any questions about our privacy policy, please write to us at the following address:

**HAAKE COMPANIES**  
RE: Privacy Policy Notice  
7015 College Blvd., Suite 400  
Overland Park, KS 66211-1671