

Privacy Notice

We understand and appreciate the importance you place on your privacy, and we value the trust you place in us. This Notice describes the types of information we gather from visitors to our websites. It also details what we may do with that information, your rights to access or update your information, and how you can limit its use or disclosure by us.

Your use of our websites tells us that you understand this Notice and our User Agreement and agree to the terms in both. If you do not understand and agree, please do not use our websites. Also, we'd like you to know that this Notice and User Agreement may change from time to time and we encourage you to review them regularly.

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[Information We Collect](#)

Personally Identifiable Information That You Provide To Us

We may collect limited *personally identifiable information* from you when you visit our websites. Most of the time we will not collect *personally identifiable information* from you unless you choose to provide it to us – for example, by sending an e-mail, registering for online service, participating in a survey, or responding to a feedback or "contact us" form. However, in some circumstances, such as when you visit our websites by clicking a link in an e-mail that we have sent to you, we may automatically collect such information.

When you choose to provide *personally identifiable information* to us through the websites we may use this information to evaluate your service needs and contact

you regarding additional services you may find useful. Please notify us at privacy@selective.com if you do not wish to receive such information.

Website Browsing Information

To evaluate the effectiveness of *our websites*, we collect certain information about you as you move through *our websites*. This information may include your domain name, the site from which you enter *our websites*, the pages you visit, and how much time you spend on each page. We aggregate this information and use it to evaluate and improve our *websites*.

One of the tools we use is Google Analytics™. The information generated by the Google Analytics™ *cookie* about your use of *our website* is transmitted to and stored by Google. For more information about Google Analytics™ and how you can prevent Google Analytics™ from tracking your activity on *our websites* please click on this link: <https://www.google.com/policies/privacy/partners/>.

Cookies

Our websites use *cookies* to improve *our* level of service to you. You should be able to change the settings on your *browser* to notify you each time a *cookie* is sent to you or to reject all or certain kinds of *cookies*. For information on how to change your *browser* settings, please click on the applicable link below.

- [Internet Explorer](#)
- [Google Chrome](#)
- [Safari](#)

If you choose to reject *cookies* *our websites* may not function properly for you.

Do Not Track

Your *browser* settings may allow you to automatically transmit a Do Not Track signal to *our websites*. We do not respond to Do Not Track signals or other mechanisms. For more information on Do Not Track, please click on this link: <http://www.allaboutdnt.com>.

What We Do With Your Information

We may use information we collect, including *personally identifiable information* you provide to us through the *websites*. Some of the ways we may use your information are described below.

Transactions

We may store your information as part of a transaction history. We may also share your information with third party service providers that we use to complete your requests to us.

Service and Support

We may use your information to provide service, product update and similar notices, as well as to distribute related feedback or satisfaction surveys to help us improve our service and product offerings.

Selecting Content

We may use your information to help create relevant and user-friendly content and navigation on our websites.

Account Information

We may store your information to maintain your account or profile. You may update your information at any time.

Payment

For certain products, you have the ability to enroll in our online bill payment service and to make payments online, including through our mobile application. We will use information about you to facilitate those payments.

Inquiries and Requests for Information, Services or Quotes

If you have submitted an inquiry, or requested information, services or a price quote, we will provide your information to employees or independent agents to assist us with your request.

Legal Compliance

We may be required to disclose information we collect in order to comply with legal or regulatory requirements or to protect the safety of our customers, employees or property.

Fraud Prevention

We may use your information to help protect against fraud and other unlawful activities.

If you are an insurance applicant, policyholder or claimant, we may also use your *personally identifiable information* as detailed in our [Notice of Information Practices](#).

We Do Not Sell Your Personally Identifiable Information

We do not sell *personally identifiable information* obtained through *our websites* for marketing purposes. However, if we are pursuing the sale, merger, liquidation, dissolution or transfer all or part of *our business, trade or assets* we may share information about you with prospective buyers and we may sell, assign or transfer any or all *personally identifiable information* collected through *our websites* to the acquiring party. Your use of the *websites* and provision of *personally identifiable information* to *us* demonstrates your consent to the sale and transfer of your information under such circumstances.

Security

We Are Serious About Security

We work hard to prevent unauthorized access to your information. We have appointed a Chief Privacy Officer and we educate *our employees* about the importance of privacy and information security. We also use appropriate security measures in our efforts to safeguard your information. We sign contracts with *our service providers* and suppliers that have access to your *personally identifiable information* that require them to use similar security measures. In the event of a security breach impacting your *personally identifiable information*, we will attempt to notify you as required by applicable law.

We Do Not Request Sensitive Information By Email

We want you to know that we do not request sensitive information such as social security number, account number or password, via email. Please notify *us* immediately at privacy@selective.com if you receive an e-mail identified as coming from *us* requesting sensitive information. **Do not provide sensitive information in response to that email.**

How We Treat Social Security Numbers

In some instances we may need to collect and use Social Security Numbers (SSNs). We safeguard and protect the confidentiality of SSNs, prohibit unlawful disclosure of SSNs, and limit access to SSNs to only those employees or service providers who require access to that information.

Contacting Us

Regarding How We Use Your Information

If you believe your information has been used in a way that is inconsistent with this Notice or any restrictions that you have communicated to us, or if you have further questions related to this Notice, please direct your concern or questions to privacy@selective.com.

To Correct Your Information

If you would like to receive a copy of the *personally identifiable information* we have about you, please send a request to privacy@selective.com. We will make reasonable efforts to comply with your request. If you believe this information is incorrect or incomplete, please notify us, and we will work to make any appropriate corrections or updates as promptly as possible and in accordance with applicable laws. You may also request that we limit our use of your *personally identifiable information*, in which case we will make reasonable efforts to do so.

About Unwanted E-mails

If you receive an unwanted email from us, simply respond to the email to ask us to remove you from our list. Some emails have a built-in unsubscribe link that you can use. If you do not believe your request has been satisfactorily addressed, please contact us at privacy@selective.com

Written Inquiries

Please address any written inquiries to Selective Insurance Group, Inc., Attn: Chief Privacy Officer, 40 Wantage Avenue, Branchville, NJ 07890.

Links To Third Party Websites

Our websites may include links to other sites that we do not control. In some cases, these sites may have a look and feel that is similar to our websites. If you submit any information to any of those sites, their privacy policies will apply to that information. We encourage you to carefully read the privacy policy for each linked site before you send it any *personally identifiable information*. Any link or mention of another site should not be considered our endorsement of that particular site and we are not responsible for the content, privacy policies or practices employed by any other site.

Children

We do not knowingly seek information from or about children online, and we do not knowingly market our products to children online. If we become aware that a child is

attempting to or has submitted information to *us* via *our websites*, *we* will notify the user his or her information will not be accepted, and delete any such information.

Definitions

Browser means an internet website browser such as Internet Explorer, Google Chrome or Safari.

Cookie means a small text file saved in your computer when you access certain websites. Cookies identify you to the website that gave you the cookie.

Personally Identifiable Information means any information that could reasonably be used to identify you, such as your first and last name, your home address, your email address, your telephone number, or your social security number.

Websites means www.selective.com, www.music-ins.com, thinkbig.selective.com, roadshow.selective.com, social.selective.com, diamondcouncil.selective.com, *our* limited access websites or portals, and *our* mobile applications. Some of *our* websites are hosted by third parties. If you would like information about the third parties *we* use, please contact *us* at privacy@selective.com.

We, Our or **Us** refers to Selective Insurance Group, Inc. and its member insurers.

Changes To This Notice

At least thirty (30) days before any material changes to this Notice take effect *we* will put a link on *our website* describing those changes. If the changes concern how *we* treat your *personally identifiable information*, *we* will email you about such changes. Your continued use of the *websites* after *our* new notice becomes effective tells *us* that you have accepted the changes *we* made.

The policies and practices described in this Notice replace all previous notices or statements regarding this subject as of 30 days from the update date below.

Last updated: May 12, 2017

For prior versions of this Notice, please click [here](#).