

Privacy Policy

Effective Date: April 15, 2026

Mike Watterson Enterprises LLC (“we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, and share your information when you interact with our business, including through our website, services, and SMS communications.

Information We Collect

We may collect the following types of personal information:

- **Name**
 - **Phone number**
 - **Email address**
 - **Mailing address**
 - **Insurance and account-related information**
 - **Payment information**
 - **Communication and messaging history**
 - **Any other information you provide to us in connection with our services**
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How We Collect Information

We collect information:

- **Directly from you when you request a quote, purchase insurance, contact us, or provide information verbally or through forms**
 - **Through systems used to manage customer relationships and insurance servicing**
 - **Through interactions with our website or communication tools**
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How We Use Your Information

We use your information to:

- **Provide insurance products and services**
- **Respond to inquiries and provide customer support**
- **Process payments and manage accounts**

- **Communicate policy updates, claims, and service-related notifications**
 - **Comply with legal and regulatory requirements**
 - **Operate and improve our business**
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SMS Messaging and Communications

If you provide your phone number and consent to receive SMS messages, we may send you messages related to:

- **Customer service and support**
- **Policy updates, quotes, and account information**
- **Service-related notifications**

We do not send unsolicited marketing messages via SMS.

Message frequency may vary depending on your interactions with us. Message and data rates may apply.

You may opt out at any time by replying:

STOP

For assistance, reply:

HELP

or contact us using the information provided below.

Information Sharing and Use

We do not sell, rent, transfer, or share your personal information, including your phone number or SMS consent opt-in data, with third parties or affiliates for marketing or promotional purposes.

We may share your information only as necessary to:

- **Provide and support our services, including working with insurance carriers**
- **Operate our business through trusted service providers and platforms, including Vertafore and HawkSoft**
- **Comply with applicable laws, regulations, or legal processes**

Any service providers or subcontractors we engage are required to:

- **Use your information solely to perform services on our behalf**

- **Maintain the confidentiality and security of your data**
- **Not use, sell, or disclose your information for any independent purpose**

We do not transfer your personal data to external organizations beyond what is strictly necessary to provide our services or comply with legal obligations.

Protection of Information

We implement appropriate technical and organizational safeguards to protect your information, including:

- **Multi-factor authentication (MFA) on critical systems**
 - **Role-based access controls**
 - **Secure platforms such as Microsoft 365 and Egnyte**
 - **Restricted access to sensitive customer data**
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Data Retention

We retain your personal information only as long as necessary to:

- **Provide services and support your account**
 - **Comply with legal, regulatory, and insurance industry requirements**
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Geographic Scope

Our services are provided to customers located in Kansas and Missouri within the United States.

Updates to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will post the updated version on our website with a revised effective date.

Contact Information

Consumers may contact us directly regarding this Privacy Policy or our communications using the following:

- **Phone: 816-732-5512**

- **Email: no-reply@wattersonagency.com**
- **Mailing Address: 406 W. 2nd St., Holden, MO 64040**