



APEX BENEFITS PARTNERS
where clients come first

Privacy Policy for Apex Benefits Partners, Inc.

Effective Date: January 1, 2025

Introduction

Apex Benefits Partners, Inc. (“Apex Benefits,” “we,” “us,” or “our”) is committed to protecting the privacy of visitors to our website and the personal information of our clients and their employees. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (the “Site”) or engage with our services. By accessing our Site or utilizing our services, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Information that identifies you as an individual, such as your name, email address, phone number, employer name, or other contact details, when you submit a form or request information from us.
- **Non-Personal Information:** Technical information, such as your IP address, browser type, operating system, and browsing behavior, collected through cookies and other tracking technologies.
- **Client and Employee Data:** As part of our consulting and brokerage services, we may collect information related to your employees, such as demographic data, benefits enrollment information, and other relevant details necessary to provide our services.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To provide employee benefits consulting and brokerage services.
- To respond to your inquiries and fulfill your requests.
- To improve our Site and services.
- To communicate with you about updates, resources, or promotional materials.
- To comply with legal and regulatory requirements.

3. Information Sharing and Disclosure

We do not sell, rent, or lease your personal information to third parties. However, we may share your information in the following circumstances:

- **Service Providers:** We may share information with trusted third-party service providers who assist us in operating our business, such as IT support, data analytics, or benefits administration platforms.

- **Legal Requirements:** We may disclose information to comply with applicable laws, regulations, or legal processes, such as responding to court orders or government requests.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our business, your information may be transferred as part of the transaction.

4. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to enhance your browsing experience, analyze Site traffic, and understand user behavior. You can manage your cookie preferences through your browser settings. Please note that disabling cookies may affect the functionality of our Site.

5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect the information we collect from unauthorized access, disclosure, alteration, or destruction. However, no method of data transmission or storage is completely secure, and we cannot guarantee absolute security.

6. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information, such as the right to access, correct, or delete your data. To exercise these rights, please contact us at the email address provided below.

7. Third-Party Links

Our Site may contain links to third-party websites. This Privacy Policy does not apply to those websites, and we encourage you to review their privacy policies before providing any personal information.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. Any updates will be posted on this page with a revised “Effective Date.” We encourage you to review this policy periodically.

9. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us:

Apex Benefits Partners, Inc.
330 Cochituate Road Unit 761
Framingham, MA 01701
Email: info@apexbenefitsonline.com

Thank you for trusting Apex Benefits Partners, Inc. with your information. We are committed to safeguarding your privacy while providing you with exceptional services.