

JACKSON WEB PRIVACY POLICY

How we collect, use, and share your information

a. Web Forms

Categories of Personal Information Collected. Identifiers such as real name, alias, postal address, online identifier, email address, account name, social security number, or other similar identifiers.

Purpose for Collection of Personal Information. To provide our web visitors with valuable information related to financial interests and to contact Jackson directly. Jackson may collect personal information directly from you through forms that you choose to fill out and submit to Jackson. We use this information coupled with your indication of content preferences to provide relevant information and communicate with you through your email address.

We share this personal information with our third-party partners to assist with sending you email messages. You can "opt-out" of this communication or, in other words, simply stop receiving it at any time by following the opt-out instructions contained within the email message from Jackson. Jackson retains personal information indefinitely pursuant to its record retention policy which is in accordance with our governing laws and regulations. To submit a request to delete your personal information, please submit a [Privacy Data Request using this form](#) or call 800-644-4565.

b. Digital analytics information

To enhance our visitors' usability of the Jackson website, digital analytics tools are used to understand and optimize performance. This includes, but is not limited to, the collection of your IP address and information about what pages you visit, the average time on the page, and whether you have visited the site and pages in the past. Jackson also uses technology to reproduce visitor interactions with our website to analyze opportunities for improvement. While it's our goal to use this data responsibly, we understand that you may not wish to have information collected regarding your visit to Jackson.com, its landing pages, and its associated sites found on the [Jackson.com sitemap](#).

You can select [Do Not Share My Personal Information](#) to view/change your data collection preferences with respect to the use of digital analytics at any time and opt out of our analysis of your browsing experience on Jackson.com, its landing pages and its associated sites found on the Jackson.com sitemap ("Jackson Sites"). Additionally, you

can control the information that is sent to Google, one of our analytics tool providers, and learn more about how Google uses the information by visiting [Google's Privacy & Terms](#).

c. Cookies

A cookie is a piece of data stored within the web browser on your device by the websites you visit. Cookies are widely used to improve browsing experience and help websites function more efficiently.

From our website, Jackson may place cookies on your device. There are two types of cookies that we use:

- Session cookies - These cookies are temporarily created when you visit our website. When you leave the website, all session cookies are deleted.
- Persistent cookies - These cookies remain on your device for the period of time specified in the cookie. They are activated each time you visit our website, which created that particular cookie.

The cookies we use help the website to remember your session, allow certain functionality of the website, and facilitate website usage analysis. This will enable us to continually improve the website and our systems.

For users not logged in to Jackson.com, the cookies do not hold any PII about you. We do not associate any data gathered from cookies with any personal information you choose to provide us. For logged-in users, some PII, including your email address and agent number may be collected and shared with our digital analytics partners through our effort to understand and optimize Jackson Sites performance.

Many internet browsers allow you to adjust your cookie preferences or delete existing cookies from your internet browser. If you set your browser or preferences on Jackson Sites to reject cookies, you should be aware that certain website features, promotions or services may not be available to you or may not function correctly.

Global Privacy Control (GPC) is a technical specification for transmitting universal opt-out signals and Jackson Sites recognize and respond to GPC signals. Certain internet browsers may provide you the choice to set "Do Not Track" preferences, to limit the collection of information about your online activities over time and across third-party websites or online services. Jackson's systems do respond to internet browser "Do Not Track" signals from major browsers. However, for Safari Mobile you may need to take these additional steps. Open Safari > Preferences, click Privacy, then select "Ask websites not to track me."

d. Pixel tags

To determine the efficacy of our marketing efforts, we use pixel tags, which are small pieces of JavaScript code, to collect information about you and your browsing session during your visit to Jackson Sites. The information we collect through the pixel tag does not contain PII. This information is subsequently shared with our service providers, and they may use this information to direct advertising to you based upon the information collected while visiting Jackson Sites.

We understand that you may not want to allow Jackson to collect and share this information related to cross-device tracking and advertisement targeting. Therefore, you can select [Do Not Share My Personal Information](#) to view/change your data collection preferences with respect to Jackson's use of targeted advertising at any time and opt out of our analysis of your browsing experience on Jackson Sites.

Our vendors' and partners' collection and use of non-personal information

Jackson works with vendors and other partners to help deliver online and mobile advertisements for Jackson products and services that we think may be of interest to you using information that is not personally identifiable. Many of these advertisements are not targeted to you specifically, but rather are placed on third-party internet websites where we anticipate our target audience will visit frequently. We do not control and are not responsible for the privacy practices of third-party internet websites where our advertisements appear.

Our vendors and other partners also may use cookies, pixel tags, and other technologies to perform services on our behalf. Jackson does not control the use of this technology or the resulting information and is not responsible for any actions or policies of such third parties. These vendors and other partners include third-party websites, online and mobile advertising networks and similar advertising service providers, and content networks. These vendors and other partners may record which ads your browser has seen and which site pages you may have been viewing when the ads were delivered.

Some of our advertisements delivered for us by these vendors and other partners may be based on your online behaviors (e.g., on Jackson Sites and other third-party sites), your search activity, or your general geographic location (such as whether your Wi-Fi network indicates that you are in an airport). These ads may appear on our own sites or on third-party websites. You may also see advertisements for third parties' products and services on other websites based on your visits to Jackson Sites and other sites.



We also engage vendors to deliver online advertisements to users whose online behaviors on sites other than our own sites indicate that they may be interested in our products, or to help us deliver advertisements to users based on their publicly available social networking information. Some of our vendors may use anonymous data, such as demographic data, received from third parties to assist in the delivery of our advertisements to you.

You may [view a list](#) of certain companies that collect or use information about your browsing activity to assess your ad interests, and they may or may not provide you with the opportunity to opt-out of their use of your browsing activity to serve you interest-based ads. Those companies are responsible for managing and honoring your opt-out choices, and Jackson is not responsible for their actions or policies.

If you are creating an online account, or logging in to an existing account, some of our partners may also collect your personal information solely to help them identify you or your wireless device in order to prevent fraud. By providing your telephone number to enroll in multi-factor authentication, you authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to us or our partners. See our Privacy Policy for how we treat your data.

Security

Jackson recognizes that information security is a crucial topic. To protect data, we've built an industry-standard Information Security program with certified and experienced professionals who strive to protect the integrity of our systems and applications. Precautions have been implemented throughout our organization, including, where appropriate, password protection, multi-factor authentication, encryption, TLS, firewalls, and internal restrictions on who may access data to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Information you provide to us when filling out secure forms on our sites, as well as information we supply when you are visiting those areas, is protected while passing through the Internet using encryption technology called Transport Layer Security (TLS). Your browser will indicate when you are within a secure area of our sites by displaying a symbol, such as a locked padlock or an unbroken key. To learn more about how Jackson protects your personal information, please visit the [Cyber security](#) page.

Applicability of Jackson's web privacy policy

Our site may be reached by links from or contain links to other websites, which are not owned or controlled by us. These other websites may have privacy policies controlling the collection and use of personal information about you that are different from and not applicable to Jackson's web privacy policy. We are not responsible for the privacy practices of these other sites, and a link to or from another site is not an endorsement by us of that site, its content, its privacy practices or its sponsoring organization. When



accessing any of these other sites, review the privacy information provided as part of the site to determine the privacy practices about that site and, if necessary, contact the site owner with questions or requests for additional privacy information.

This Web Privacy Policy ("Policy") is effective as of August 23, 2024. Jackson reserves the right to modify this Policy at any time and will post the current Policy incorporating those changes on this page. Changes to this Policy are effective as of the date they are posted.

We know your privacy is important to you. It's important to us too. We respect your right to privacy. We treat any information you provide through our site or that we collect through the site as confidential. To submit a request to manage your personal information, please submit a [Privacy Data Request using this form](#) or call 800-644-4565.