Privacy Statement Direct Marketing

This statement explains how Sagicor Financial Company Ltd. and its affiliates, Sagicor Life Inc., Sagicor General Insurance Inc., Sagicor Asset Management Inc., Sagicor Funds Inc., Sagicor Life (Eastern Caribbean) Inc, Sagicor Life Aruba, N.V. and Sagicor Panama S.A., ("Sagicor", "Sagicor Group", "we", "us", "our") will use your personal information to send you direct marketing communication about our products and services.

Personal data and cookies

Personal data is data which relates to an individual who can be identified from that data or from that data together with other information which is or is likely to come into Sagicor's possession. The types of information which Sagicor will collect for this particular purpose include: your name, date of birth and contact details.

Cookies are text files placed on your computer or mobile device to collect standard internet log information and visitor behaviour information.

How and why do we collect your personal data?

We would like to send you information about our products and services, which may be of interest to you. Where we have your consent or it is in our legitimate interests to do so, we may do this by post, email or text message (SMS).

We have a legitimate interest in providing our prospective customers and clients with services that are well suited to their needs. To this end, provided that our processing of your data will not impose on your interests, rights and freedoms to an extent that overrides our legitimate interest, we will use your personal information to grow our business intelligence through data analysis and the compilation of statistics so as to provide you with relevant information; identify Sagicor services that may be of interest to you; develop and improve our financial services in response to customer needs; and make customized business conservation offers.

We do however require your consent at this stage in order to begin sending you our marketing communication. You are entitled to object at any time to the processing of your personal information for direct marketing. You can also withdraw your consent at any time. To learn more, see 'How to unsubscribe' below.

How to unsubscribe

If you no longer wish to receive our marketing communication, you can unsubscribe at any time by selecting the unsubscribe link we include in every marketing communication.

For further information on Sagicor's approach to data privacy and security, marketing and our use of cookies and other similar technologies, our complaints procedure and how we handle data protection generally, **please view our full Privacy Policy here.**