

The world has changed a lot since we started out in a London coffee shop in 1696, but our focus for the last 300 years has been to use our expertise to provide our customers with the savings, investment and insurance products they need.

Our business has always been about understanding risk. This may be to ensure everyone is paying an appropriate price for their insurance product, or so that we can invest retirement savings according to our customers' chosen risk level. To do this, we need to use some of your personal data. We will only use what's relevant. The information we use also helps us develop services, as well as savings and insurance products that are tailored to your needs.

We protect your personal data

Keeping your personal data safe and secure is a priority in everything we do.

We use safeguards such as firewalls and encryption to help keep your personal data safe.

We vigilantly monitor activity and keep a watchful eye on your policies to ensure that only you have access, and importantly fraudsters don't.

We do not sell your personal data

What we don't do with your personal data is as important as what we do with it.

We do not:

- Sell your personal data to anyone

We sometimes:

- Share your personal data with other companies, so we can provide you with the products and services that you want from Aviva, for example
 - to give you an easier motor insurance quotation we share your car registration number with a data provider who helps us know your car make and model
 - to provide you with home emergency services, we share your data with a company who can provide this service when you require it.

When we share your personal data with another company, they can only use it for the specific purposes that we agree, and not for marketing additional products and services. Your personal data will only be shared in an appropriately safe and secure way.

We use personal data to continually improve the products and services we offer you

We use your personal data to understand your risks and offer you products to meet your needs. The benefits of Aviva using your personal data include:

- giving you a quote or settling a claim as quickly and easily as possible, keeping the number of questions we ask to a minimum
- ensuring your product or cover meets your specific needs such as insuring a specific item which you need to protect
- giving you control of where your pension savings are invested, according to your circumstances including the time until your planned retirement date
- setting insurance prices by understanding you, like knowing whether you smoke, helps us set appropriate life insurance premiums

Our commitments to you are:



We protect your personal data



We do not sell your personal data



We use personal data to continually improve the products and services we offer you

If you would like to see the types of personal data we collect and why we need it, you can click [here](#).

If you would like to see the personal data we hold on you, click [here](#), where you can also correct details in the personal data which we hold about you.

We will use your personal data to send you details of special offers and products we think would be useful to you. But if you'd like to hear more or less from us, you can change your marketing preferences in MyAviva (if you're registered) or by contacting us.