

SERFF Tracking Number: GRJR-128063519 State: Arkansas  
Filing Company: The Cincinnati Life Insurance Company State Tracking Number:  
Company Tracking Number: MI16590412  
TOI: ML02 Multi-Line - Other Sub-TOI: ML02.000 Multi-Line - Other  
Product Name: Form MI1659 (4/12), Notice of Privacy Practices  
Project Name/Number: Form MI1659 (4/12), Notice of Privacy Practices/Form MI1659 (4/12), Notice of Privacy Practices

## Filing at a Glance

Company: The Cincinnati Life Insurance Company

Product Name: Form MI1659 (4/12), Notice of Privacy Practices SERFF Tr Num: GRJR-128063519 State: Arkansas

TOI: ML02 Multi-Line - Other

SERFF Status: Closed-Accepted State Tr Num:  
For Informational Purposes

Sub-TOI: ML02.000 Multi-Line - Other

Co Tr Num: MI16590412 State Status: Filed-Closed  
Reviewer(s): Linda Bird

Filing Type: Form

Authors: Jennifer Henley, Deborah Naegele, Karen Eichler, Felicia  
McCalley

Date Submitted: 02/03/2012

Disposition Status: Accepted For  
Informational Purposes  
Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Form MI1659 (4/12), Notice of Privacy Practices

Status of Filing in Domicile: Not Filed

Project Number: Form MI1659 (4/12), Notice of Privacy Practices

Date Approved in Domicile:

Requested Filing Mode: Informational

Domicile Status Comments: Our domiciliary  
state, Ohio, does not require submission of this  
notice.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 02/09/2012

Deemer Date:

State Status Changed: 02/09/2012

Submitted By: Karen Eichler

Created By: Karen Eichler

Filing Description:

Corresponding Filing Tracking Number:

FEIN: 31-1213778

NAIC: 0244-76236

Subject:

SERFF Tracking Number: GRJR-128063519 State: Arkansas  
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The Cincinnati Life Insurance Company  
Informational Filing  
Form MI1659 (4/12), Notice of Privacy Practices (Gramm-Leach-Bliley Letter)

For Use With:  
All Applicable Approved Life Insurance Policies, Annuity Contracts and Health Forms

Dear Sir or Madame:

We are submitting the above-captioned notice for informational purposes only, to be used with our previously-approved life insurance policies, annuity contracts and health forms.

This notice will be provided to our policyholders at the time of application, at the time of policy issue and annually thereafter in compliance with state regulations and the Gramm-Leach-Bliley Act.

Please note the name, address and policy number for each policyholder will be added when this form is sent as the annual notice to policyholders.

A Flesch Score Readability Analysis was not done on the above-captioned notice as this is a federally required form and will not be attached to nor become part of any policy form issued. Our domiciliary state, Ohio, does not require submission of this notice.

We would appreciate and look forward to your acknowledgement at your earliest convenience.

## Company and Contact

### Filing Contact Information

Karen Eichler AIS, API, AINS, Analyst karen\_eichler@cinfin.com  
P. O. Box 145496 513-603-5120 [Phone]  
Cincinnati, OH 45250-5496 513-371-7264 [FAX]

### Filing Company Information

The Cincinnati Life Insurance Company CoCode: 76236 State of Domicile: Ohio  
6200 S. Gilmore Road Group Code: 244 Company Type:  
Fairfield, OH 45014 Group Name: State ID Number:  
(513) 870-2000 ext. 4386[Phone] FEIN Number: 31-1213778

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? Yes  
Fee Explanation: \$50.00 per filing  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Cincinnati Life Insurance Company	\$50.00	02/03/2012	56052966

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		02/09/2012	02/09/2012

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## Disposition

Disposition Date: 02/09/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Name Change Endorsement		No
Supporting Document	Address Change Endorsement		No
Form	Notice of Privacy Practices		Yes

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## Form Schedule

### Lead Form Number: MI1659 (4/12)

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	MI1659 (4/12)	Other	Notice of Privacy Practices	Initial			MI16590412 Notice of Privacy Practices.pdf



Cincinnati Financial Corporation and affiliates: The Cincinnati Insurance Company  
The Cincinnati Indemnity Company ■ The Cincinnati Casualty Company  
The Cincinnati Specialty Underwriters Insurance Company ■ The Cincinnati Life Insurance Company  
CFC Investment Company ■ CSU Producer Resources Inc.

**Headquarters:** 6200 S. Gilmore Road • Fairfield, Ohio 45014-5141  
**Mailing Address:** P.O. Box 145496 • Cincinnati, Ohio 45250-5496  
[www.cinfin.com](http://www.cinfin.com) ■ 513-603-5992

## NOTICE OF PRIVACY PRACTICES

### OUR PRIVACY PLEDGE

You have received this notice because you have a policy with us or you have applied for or purchased a product or service from our family of companies. We believe that your personal information should be respected and protected. For this reason, we are committed to protecting your personal information and using it only as appropriate to provide you with the best possible service, products and opportunities.

This privacy notice describes our information practices and policies. It applies to our relationship with you if you are an individual who inquires about or obtains products or services from us for personal, family or household purposes.

### INFORMATION WE COLLECT

To provide our products or services, we may collect personal information about you from a variety of sources, including:

- × information that comes from you during the application process or when visiting [www.cinfin.com](http://www.cinfin.com)
- × information about you from our affiliates, your independent insurance agent, governmental entities, consumer - reporting agencies and other sources
- × with your prior written consent, a medical professional who has treated you or members of your family

The type of information that we collect depends on the product or service requested, but may include:

- × credit history
- × motor vehicle reports
- × inspections on your property
- × claims history
- × information concerning your previous insurance policies
- × information to properly investigate and resolve any claims

### INFORMATION WE DISCLOSE TO THIRD PARTIES

**We do not sell your personal information to anyone.** We do not disclose your personal information to third parties - people and companies that are not affiliated with us - for their own marketing purposes. For this reason, no "opt-out" is required. If we share some personal information about you with third parties without your specific authorization, it is to provide you with products and services that you request or expect from us, and as otherwise permitted by law.

For example, we may disclose the personal information we collect (as described above) as necessary to:

- × service your policy, lease or account
- × investigate and pay claims
- × comply with state and federal regulatory requests or demands
- × process other transactions that you request

To whom we make such disclosures depends on the product or service requested but may include:

- × your independent insurance agent
- × insurance regulators
- × reinsurance companies
- × consumer-reporting and fraud prevention agencies
- × your mortgage or premium finance company
- × insurance adjusters

We also may disclose personal information about you to companies that perform marketing services on our behalf or to other financial service providers with which we have joint marketing agreements. If information is disclosed, it will not result in telemarketing or direct mail marketing.

#### **INFORMATION SECURITY**

We restrict access to personal information about you to those employees who need access to that information in order to provide products and services to you. We maintain physical, electronic and procedural safeguards to guard your personal information.

#### **A SPECIAL WORD ABOUT OUR INSURANCE INFORMATION PRACTICES**

The information in this section applies to you only if you applied for or purchased an insurance product from us for personal, family or household purposes. This section is intended to supplement, but not replace, the other information contained in this Notice of Privacy Practices.

You have the right to access the personal information that we collect about you in connection with your insurance transactions with us. If you believe that any of that information is in error, you have the right to request us to correct it. Send your written request, including your policy number and the information about which you are concerned, to the address listed below.

To receive a more detailed notice regarding our insurance information practices and your information privacy rights, please contact us at the address or phone number given below.

#### **EMAIL COMMUNICATIONS**

We will **not** send you an email in which we ask for personal information from you (such as password or Social Security number) or link you to our website to ask you for such information unless we reference a specific transaction or information that you have requested. If you receive an unsolicited or suspicious email from The Cincinnati Insurance Companies, please forward the email to us at [privacy@cinfin.com](mailto:privacy@cinfin.com).

#### **INFORMATION WE SHARE WITHIN OUR CORPORATE FAMILY**

To serve you, we may share information about our experiences and transactions with you within our family of companies. Such information may include your payment or claims history or the types of insurance coverages you purchase from us.

The following companies comprise the Cincinnati Financial Corporation family of companies:

- × Cincinnati Financial Corporation
- × The Cincinnati Insurance Company
- × The Cincinnati Casualty Company
- × The Cincinnati Indemnity Company
- × The Cincinnati Life Insurance Company
- × CFC Investment Company
- × The Cincinnati Specialty Underwriters Insurance Company
- × CSU Producer Resources Inc.

This privacy notice applies to and is provided on behalf of all of the companies in the Cincinnati Financial Corporation family of companies with the exception of CFC Investment Company, which is governed by a separate and specific privacy policy.

#### **ONGOING ACCESS TO OUR PRIVACY POLICY**

We will provide a notice of our privacy policy annually, as long as you have a continuing customer relationship with us. This policy may change from time to time, but you can always review our current policy by visiting our website at [www.cinfin.com](http://www.cinfin.com) or by contacting us at:

The Cincinnati Insurance Companies  
Attn: Regulatory & Consumer Relations - Privacy  
P.O. Box 145496  
Cincinnati, Ohio 45250-5496  
Phone: 888-744-2170 (toll free) or 513-603-5992  
Email: [privacy@cinfin.com](mailto:privacy@cinfin.com)

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## Supporting Document Schedules

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Name Change Endorsement <b>Bypass Reason:</b> N/A, informational notice filing <b>Comments:</b>		

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Address Change Endorsement <b>Bypass Reason:</b> N/A, informational notice filing <b>Comments:</b>		