

BROWN & BROWN, INC.

COOKIES POLICY

Last updated January 1, 2025

Brown & Brown, Inc., and its subsidiaries and affiliates worldwide, (collectively, “Brown & Brown”, “we”, “us”, and “our”) use a number of different cookies on its websites. This Cookies Policy explains the following:

- I. What are cookies?
- II. Cookies we use and why we use them
- III. Your choices
- IV. Questions and updates

This Cookies Policy applies to our websites, including, but not limited to, www.bbinsurance.com and www.bbrown.com, as they may be modified, relocated and/or redirected from time to time (the “Site”).

I. What are cookies?

Cookies are small files that are downloaded to your device when you visit a website. The cookie then sends information back to the originating website or to another website that recognizes that cookie.

Cookies are useful because they allow a website to recognize a user’s device. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu.

II. Cookies we use and why we use them

A. Categories of cookies

1. Our cookies categorized by function:

We use four types of cookies on our Site:

a. Strictly Necessary Cookies

These are cookies that are essential for the functioning of the Site or for performing services that an individual user has requested. Some examples of functions performed by strictly necessary cookies are cookies that remember previous actions (e.g., entered text) when navigating back to a page in the same session.

b. Performance Cookies

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies are used only to improve how the Site functions.

c. Functional Cookies

These cookies allow the website to remember choices users make and to provide enhanced, personalized features. For example, on our Site, there are cookies used for playing informational videos via tools such as Vimeo.

d. Social Media Cookies

These cookies allow you to share the website's content with your friends and network.

2. Our cookies categorized by persistence:

Cookies can also be categorized by how long they remain on your device. There are two broad categories of duration:

a. Persistent cookies

Persistent cookies remain on your device until deleted manually or automatically.

b. Session cookies

Session cookies remain on your device until you close your browser when they are automatically deleted.

We use both persistent and session cookies.

3. Our cookies categorized by who places them:

First-party cookies are cookies that we place on the Site. In contrast, third-party cookies are cookies placed by another party.

We use first-party cookies. In addition, Brown & Brown has relationships with business partners to place cookies on the Site and to perform tracking and reporting functions for the Site.

4. Other types of trackers

We include small graphic images or other web programming code, called web beacons (also known as "pixel tags", "web bugs" or "clear GIFs"), on the Site. The web beacons are minute graphics with a unique identifier. They are used to track the online movements of Web users. In contrast to cookies, which are stored in a user's computer hard drive, web beacons are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. Opting out of cookies using your browser settings may not reject web beacons. Please see Section III below on your choices.

B. Information collected by our cookies:

Our cookies collect several types of information, including information about your usage of our Site, details about your device, and your IP address. Usage of our Site might include the time at which your device accesses our Site, the page you visit, how long

you spend on each page, and the links you click. Cookies might also collect the link that brought you to our Site and webpage you visit after you leave our Site.

Details about your device might include the type of browser you used to access the Site, the version of that browser, and what kind of device you use.

An IP address is the number assigned to your device, for example your laptop or mobile phone, when your device accesses the internet. Your device may have a static IP address, which means that your device always has the same IP address. Or it may have a dynamic IP address, which means that the IP address changes each time the device accesses the internet.

To the extent that the data collected by our cookies is defined as personal data under applicable data protection law, we treat it as personal data. If we link information collected through cookies with any personal data you provide to us through the Site, e.g., through submitting a form, we also treat that information as personal data. For information on how we handle personal data collected through the Site, please see our [Privacy Statement](#).

C. Location of information processing:

The information collected by our cookies may be processed in servers located in the United States.

III. Your choices

You have choices on our Site. You can accept cookies or reject all cookies except strictly necessary cookies by using the cookies popup banners on our Site and our Privacy Preference Center. Our Privacy Preference Center allows you to opt in or out of categories of cookies by function. Also, you can change your mind - simply visit our Privacy Preference Center to opt back in or out of cookies by function. Our Privacy Preference Center can be accessed at any time by clicking on the "Manage Cookies" link at the bottom of each page of our Site.

In addition, there are software products available that can manage cookies for you. Many web browsers allow you to use a "Do Not Track" function to inform websites and ad networks that you do not want your online activities tracked. For more information on browser tracking signals, please visit <https://globalprivacycontrol.org/>.

IV. Questions and updates

HAVE QUESTIONS?

If you have any questions about our Cookies Policy, we'll do our best to answer them. Here's how to contact us: privacy@bbins.com.

COOKIES POLICY UPDATES

If we change our Cookies Policy, we will post those changes on this page and update the Cookies Policy modification date above. If we materially change this Cookies Policy, we will notify you by prominently posting a notice of such changes before making them and by stating the effective date of the changes.