

We understand the importance of keeping your personal information secure and confidential. This Privacy Policy describes how your personally identifiable information is collected, used, maintained and disclosed, when you visit www.sbilife.co.in and its sub-domains (epolicy.sbilife.co.in, etc) (Referred collectively as “website” hereafter).

What information do we collect?

We may collect and / or store certain information about your visit to our website not limited to, name of the domain from which you access internet, date and time when you visited our website, internet address of the website from which you came to our website, page locations you visited on our website, actions taken by you on pages pertaining to products and services, your registration on our website, response to a survey, filling out of a form, other activities and miscellaneous details.

You may be asked for name, email address, mailing address, phone number, etc. You are urged to keep the personal information current so that the services and facilities offered remain relevant and reach you properly.

How do we collect your information?

We use cookies and other technologies to store certain type of information each time you visit any page on our website. A cookie is a small file that a website transfers to your computer’s hard disk to allow the server to “remember” specific information about your session while you are connected. SBI Life may find it necessary to use the “cookies” system to collect data when you visit our web pages. This will help us to customize your visit to our website by displaying appropriate content at our judgment and discretion. Requests to send cookies are not designed to collect information about you, but only about your “browser session.” Cookies enable this website to recognize the information you have consented to give to this website and help us determine what portions of this website are most appropriate for your professional needs. We may also use these cookies to serve advertising banners to you. These banners may be served by us or by a third party on our behalf. These cookies do not contain any personal information.

The cookies make it easier for you to use the dynamic features of our website. The information is not permanently stored on your computer. No personal information about you is collected except as described above. These cookies do not know the name, phone number, address, email address or any personally identifiable information about the user.

Whether you want your web browser to accept cookies or not is up to you. If you haven’t changed your computer’s settings, most likely your browser already accepts cookies. If you choose to decline cookies, you may not be able to fully experience all the features of this website. You can also disable

or delete the cookies entirely. But this may significantly impact your experience with our website. We recommend that you leave them turned on.

What do we use your information for?

By using this website and / or registering yourself, you authorize SBI Life Insurance, our affiliates and our associate partners to contact you via email or phone call to provide further information on the product and services. You also authorize us to use the personal information for the purposes – to provide customized information based on your visit to our website, send you information (and email) about us and / or our products and services, improve our website, improve customer service, send periodic emails, close a sale as well as post sales services, etc.

What information is disclosed to outside parties?

We do not sell, trade or transfer your personal information to outside parties. This does not include trusted third parties including our affiliates who assist us in operating our website, conducting our business or serving the user, so long as those parties or affiliates agree to keep this information confidential. After a transaction, your private information (credit card details, financials, etc) are not stored on our servers.

We may release your personal information in order to comply with the laws or legal processes, enforce the terms and conditions of products and services including our site policies and to protect us, our affiliates rights, interests or property to protect the interest of others. The user shall not hold SBI Life Insurance Company Limited liable for use or disclosure of personal information.

Third Party websites

Please be aware that this privacy policy does not apply to other websites that have links to our website. When you access another website through a hypertext link, you are accepting that this access is at your own risk. Consequently, SBI Life is not responsible for any direct or indirect damages that may result from your access to another site connected by a hypertext link.

Changes to the Privacy Policy

SBI Life Insurance Company Limited may amend this policy from time to time, at our discretion. We encourage users to frequently check this page for any changes to stay informed and about how we are helping to protect the personal information we collect.