

UNIVERSAL EMAIL SIGNATURE GUIDELINES

Emails are the lifeblood of business communication. Each email sent, replied to, and forwarded represents the Gallagher Bassett brand. Keeping GB's signature block unified is an easy way to present our brand in a professional way.

You can access your personalized digital email signature block by clicking on File – Options – Mail – Signatures. Step by step instructions are on page 4 of this guide.

Please follow this format:

Line 1: Your name, title and Gallagher Bassett

Line 2: Your work address or branch

Line 3: All relevant phone numbers where you can be reached

Line 4: Your GB email address

Line 5: An alternate point of contact in case you cannot be reached

Please note the specific spacing before and after the dividers on each line



Arial font for the entire signature

Name and email: 10pt font / Arial Bold Blue
 Contact phone letter and colon: 8pt font / Arial Bold Black
 Everything else: 8pt font / Arial regular / Black

- **Notes regarding Line 1***:** Please use "Gallagher Bassett" in the company section of the signature.
- **Notes regarding Line 2*:** Please list your work address on one line. If you do not currently use an address line in your signature, you may delete line 2.
- **Notes regarding Line 3:** You may list up to three phone or fax numbers where you can be reached. Some may have a toll free number and a direct line, while others use a direct line or mobile phone. If no one has sent you a fax in the last year, you may take the fax number off your signature or replace with a third phone line.
 Please use one letter designations for your numbers. O: (Main Office #), D: (Direct Line), M: (mobile or cell)
 F: (fax) T: (Toll Free #)
- **Note regarding Line 4:** email address written in all lower case letters. Use letter E: for email designation
- **Note regarding Line 5:** This is a new addition to the email signature. In our voicemails, we include the name and number of someone who can be reached if we are not available. This information is for the same purpose. In our efforts towards continued Service Excellence, every employee of Gallagher Bassett will include an Alternate Point of Contact in their email signature block. Your contact may be an assistant, a teammate, a supervisor or a manager. Please discuss with your manager the most appropriate person to handle your business if you are not available or cannot be reached.
- **Carrier-required additional lines, see note ****
- **Adding pronouns, see note *****

*** Special note for California claims handlers (General Liability, Commercial Auto Liability, Property, and/or Specialty Liability) only.**

California Insurance Code **1725.5. (c)** dictates that A person licensed under Section 1625, 1625.5, 1625.55, 1626, 1758.1, 1765, 14020, or 15006, or Chapter 8 (commencing with Section 1831), shall include the person's license number in the emails the person sends that involve an activity for which a license is required. A person's license number shall be in a type size that is no smaller than the largest of any telephone number, street address, or email address of the person included in the email. The license number of an individual licensee shall appear adjacent to or on the line below the individual's name or title. The license number of an organizational licensee shall appear adjacent to or on the line below the organization's name.

- WC is excluded from this requirement
- If you are required to list a license number pursuant to this code, the license number *must appear on line 2 in 10 point font/Arial Black*
- All other lines will drop below accordingly.
- You may not list multiple companies

Examples:

Individual license holder:

Susan Smith | Senior Resolution Manager | Gallagher Bassett
CA License Number: xxxxxx | Gallagher Bassett CA License Number: 2731012
2580 Golf Road, Rolling Meadows, IL 60008
D: 630-555-5555 | M:847-555-5555
E: susan_smith@gbtpa.com
Alternate Point of Contact: john_jones@gbtpa.com

GB License only

Susan Smith | Senior Resolution Manager | Gallagher Bassett
Gallagher Bassett CA License Number: 2731012
2580 Golf Road, Rolling Meadows, IL 60008
D: 630-555-5555 | M:847-555-5555
E: susan_smith@gbtpa.com
Alternate Point of Contact: john_jones@gbtpa.com

**** Special note for Carrier claims handlers: If you are required to list paper companies in your email signature, the preferred format is to list them in 9 pt font/Arial Black, Italicized. You may not list multiple companies**

Example:

Dominic Lopez | Senior Resolution Manager | Gallagher Bassett
PO Box 2934, Clinton, IA 52733-2934
D: 630-444-4444 | F: 630-932-4223
E: Dominic_Lopez@gbtpa.com
Alternate Point of Contact: Lucy_Washington@gbtpa.com | 630-333-3333

Gallagher Bassett Services is a third-party claims administrator handling claims on behalf of Trugreen Limited Partnership and their insurer National Union Fire Insurance Co.

***Adding preferred pronouns:

You have the option to add your preferred pronouns to your signature block.

The correct use of pronouns is a powerful way to foster a sense of belonging at GB. Best practices for sharing your pronouns include adding them to your email signature block, so that anyone who interacts with you, or with whom you interact avoids assumptions and address each other based upon their known preference.

For more on using pronouns at Gallagher, please click here.

Please follow this format:

Line 1: Your name, title (pronoun/pronoun/pronoun) and Gallagher Bassett

Line 2: Your work address or branch

Line 3: All relevant phone numbers where you can be reached

Line 4: Your GB email address

Line 5: An alternate point of contact in case you cannot be reached

Name, pronouns and email address: 10 pt/Arial bold blue

Contact phone letter: 10 pt/Arial bold black

All other: 8 pt/Arial regular black

Please note the specific spacing before and after the dividers on each line

Examples:

Dominic Lopez (He/Him/His) | Senior Resolution Manager | Gallagher

Bassett PO Box 2934, Clinton, IA 52733-2934

D: 630-444-4444 | F: 630-932-4223

E: Dominic.Lopez@gbtpa.com

Alternate Point of Contact: Lucy.Washington@gbtpa.com | 630-333-3333

Allison Doerr (They/Them/Their) | Client Services Manager | Gallagher

Bassett PO Box 2934, Clinton, IA 52733-2934

D: 630-444-4444 | F: 630-932-4223

E: Dominic.Lopez@gbtpa.com

Alternate Point of Contact: Miranda_Lin@gbtpa.com | 630-333-3333

Additional Guidance

- Please use a pure white background for your emails (no colors, polka dots, stripes, hello kitty, sports teams, etc.)
- Please refrain from using graphics of any kind including the GB logo, Ethisphere award logo and buyers choice award logos as these graphics only add to the clutter of our email system.
- Please refrain from adding quotes, jokes, confidential disclaimers, please do not print, or anything else other than the 5 lines discussed above (subject to CA and Carrier exceptions).
- If you currently use a horizontal line to separate the body of your email from your signature block, please remove. No line separation.
- In the body of the email please use any of the following fonts to write your message: Arial, Tahoma, Calibri, Times New Roman, Helvetica.
- Please do not use any other fonts, including script fonts in your email as they are hard to read and do not translate well to mobile devices.
- If you use a smartphone or tablet for business, please use this same signature on all your devices.

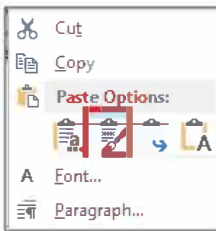
If you have any issues implementing these changes, please consult your manager.

Step-by-step instructions for updating your email signature

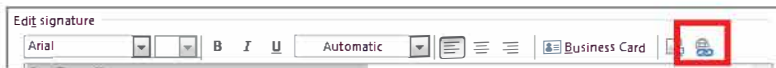
1. Select the signature below, right click, and select "Copy"

First Last | Title | Gallagher Bassett
1234 Street Address, City, State Zip
D: XXX-XXX-XXXX | M: XXX-XXX-XXXX
E: first_last@gbtpa.com
Alternate Point of Contact: first_last@gbtpa.com | XXX-XXX-XXXX

2. In Outlook, go to File – Options – Mail– Signatures
3. Select your default signature, right click and select "Paste, Keep Source Formatting" (the icon second from the left, as shown on the right). This will replace your existing signature with the one you just pasted.



4. Replace everything except for the email addresses with your own information.
5. Place your cursor in the blue first_last@gbtpa.com email address and select the hyperlink button from the toolbar (see below).



6. In the resulting window, replace the email addresses shown with your own email address (in the two places marked below). Be sure to only change the email address ("first_last") and not the "mailto:" text.



7. Click OK to the Edit Hyperlink window
8. Repeat this step for the email address in the "Alternate Point of Contact" section
9. Once finished, review to ensure all information has been entered and the signature appears as it should.
10. Send yourself a test email to ensure that the email address links work as expected and that everything appears as it should once an email has been sent.