



## FACTS

### WHAT DOES U.S. BANK DO WITH YOUR ALLIANCE ACCOUNT PERSONAL INFORMATION?

#### Why?

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

#### What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and income
- account balances and payment history
- transaction history and credit history

#### How?

All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons U.S. Bank chooses to share; and whether you can limit this sharing.

| Reasons we can share your personal information  | Does U.S. Bank share? | Can you limit this sharing? |
|---|-----------------------|-----------------------------|
| <b>For our everyday business purposes—</b><br>such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus | Yes                   | No                          |
| <b>For our marketing purposes—</b><br>to offer our products and services to you   | Yes                   | No                          |
| <b>For joint marketing with other financial companies</b>   | Yes                   | Yes                         |
| <b>For our affiliates' everyday business purposes—</b><br>information about your transactions and experiences   | Yes                   | No                          |
| <b>For our affiliates' everyday business purposes—</b><br>information about your creditworthiness   | Yes                   | Yes                         |
| <b>For nonaffiliates to market to you</b>   | Yes                   | Yes                         |

#### To limit our sharing

- Call 800-370-8580—our menu will prompt you through your choice or
- Visit us online: <http://www.usbank.com/privacy> and tell us your preference on the "Exercise Your Privacy Choice" page.

**Please note:** If you are a *new* customer, we can begin sharing your information 30 days from the date we sent this notice. When you are *no longer* our customer, we continue to share your information as described in this notice.

However, you can contact us at any time to limit our sharing.

#### To limit our direct marketing

**Please note:** We may contact our existing customers by mail, telephone, or email to offer additional financial products or services including products and services offered by nonaffiliates that we believe may be of interest to you. You may direct us not to send you such offers.

- To limit our direct marketing to you by mail or telephone, please call 800-370-8580—our menu will prompt you through your choices, or visit us online: <http://www.usbank.com/privacy> and tell us your preference on the "Exercise Your Privacy Choice" page.
- To limit our direct marketing to you by email, visit us online: <http://www.usbank.com/privacy> and tell us your preference on the "Email Preferences" page.

#### Questions?

Call 800-872-2657 or go to [usbank.com](http://usbank.com)

| Who we are   |   |
|--|---|
| <b>Who is providing this notice?</b>   | Companies with the U.S. Bank and U.S. Bancorp names and other affiliates in relation to your alliance account banking relationships. Please see below for a list of other affiliates that do not have a U.S. Bank or U.S. Bancorp name.   |
| What we do   |   |
| <b>How does U.S. Bank protect my personal information?</b>                                 | To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.   |
| <b>How does U.S. Bank collect my personal information?</b>                                 | <p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>■ open an account or apply for a loan</li> <li>■ use your credit or debit card or make deposits or withdrawals from your account</li> <li>■ tell us about your investment or retirement portfolio</li> </ul> <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>                                |
| <b>Why can't I limit all sharing?</b>  | <p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> <li>■ sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>■ affiliates from using your information to market to you</li> <li>■ sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</p> |
| <b>What happens when I limit sharing for an account, I hold jointly with someone else?</b> | Your choices will apply individually—unless you tell us otherwise.  |
| Definitions  |   |
| <b>Affiliates</b>  | <p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>■ <i>Our affiliates include companies with a U.S. Bank and U.S. Bancorp name; financial companies such as U.S. Bank National Association and U.S. Bancorp Investments, Inc.</i></li> </ul>  |
| <b>Nonaffiliates</b>   | <p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>■ <i>Nonaffiliates we share with can include insurance and financial companies, such as the company that referred you to us.</i></li> </ul>   |
| <b>Joint marketing</b>   | <p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>■ <i>Our joint marketing partners include insurance and financial companies, such as the company that referred you to us.</i></li> </ul>   |

### Other important information

You may have other privacy protections under applicable state laws. To the extent these state laws apply, we will comply with them when we share information about you.

**For California residents:** In accordance with California law, we will not share information we collect about you with companies outside of our corporate family, except as permitted by law, including, for example, with your consent or to service your account. We will limit sharing among our companies to the extent required by California law.

**For North Dakota residents:** In accordance with North Dakota law, we will not share information we collect about you with companies outside of our corporate family, except as permitted by law, including, for example, with your consent or to service your account. We will limit sharing among our companies to the extent required by North Dakota law.

**For Vermont residents:** In accordance with Vermont law, we will not share information we collect about you with companies outside of our corporate family, except as permitted by law, including, for example, with your consent or to service your account. We will not share information about your creditworthiness within our corporate family except with your authorization or consent, but we may share information about our transactions or experiences with you within our corporate family without your consent.

**For Nevada residents:** We may contact our existing customers by telephone to offer additional financial products that we believe may be of interest to you. You have the right to opt out of these calls by adding your name to our internal do-not-call list. To opt out of these calls, or for more information about your opt out rights, please contact our customer service department. You can reach us by calling 800-USBANKS (800-872-2657), clicking the "Email Us" link at [usbank.com/privacy](http://usbank.com/privacy), or writing to PO Box 64490, St. Paul, MN 55164. You are being provided this notice under Nevada state law. In addition to contacting U.S. Bank, Nevada residents can contact the Nevada Attorney General for more information about your opt out rights by calling 702-486-3132, emailing [aginfo@ag.nv.gov](mailto:aginfo@ag.nv.gov), or by writing to:

Office of the Attorney General, Nevada Department of Justice, Bureau of Consumer  
Protection 100 North Carson Street, Carson City, NV 89701-4717

### Additional U.S. Bancorp affiliates

The Miami Valley Insurance Company  
Red Sky Risk Services, LLC

Mississippi Valley Company