



Colorado East
INSURANCE
PRIVACY POLICY NOTICE

Protecting your privacy is important to Colorado East Insurance, Inc. and our employees. We want you to understand what information we collect and how we use it. In order to provide our customers with a broad range of financial products and services as effectively and conveniently as possible, we use technology to manage and maintain customer information. The following policy serves as a standard for all Colorado East Insurance, Inc. employees for collection, use, retention, and security of nonpublic personal information. This policy applies only to our customers who have products or services used primarily for personal, family or household purposes.

What Information We Collect

We may collect “nonpublic personal information” about you from the following sources:

- Information we receive from you on applications or other forms;
- Information about your transactions with us, our affiliates or others; and
- Information we receive from third parties such as consumer reporting agencies.

“Nonpublic personal information” is information about you that we obtain in connection with providing a financial product or service to you, which is not available to the public. For example, nonpublic personal information includes information regarding your account balance, payment history, and overdraft history.

What Information We Disclose

We are permitted under law to share information about our experiences or transactions with you or your account (such as your account balance and your payment history with us) with companies related to us by common control or ownership (“affiliates”). In addition, we may disclose the following information to companies that perform marketing services on our behalf or to other financial institutions with which we have joint marketing arrangements (in order to offer you our credit card products, for example):

- Information we receive from you on applications or other forms, such as your name, address, telephone number, social security number, assets and income;
- Information about transactions with us, our affiliates, or others, such as your account balance, payment history, parties to transactions, and credit card usage; and
- Information we receive from consumer reporting agencies, such as your credit worthiness and your payment history.

We are also permitted under law to disclose nonpublic personal information about you to “nonaffiliated third parties” (i.e. third parties that are not members of our corporation family) in certain circumstances. For example, we may disclose nonpublic personal information about you to such third parties to assist us in servicing your loan or account with us; to government entities in response to subpoenas; and to consumer reporting agencies.

If you decide to close your account(s) or become an inactive customer, we will continue to adhere to the privacy policies and practices described in this notice.

Our Confidentiality and Security Procedures

We also take steps to safeguard customer information. We restrict access to your personal and account information to those employees who need to know that information to provide products or services to you. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your nonpublic personal information. If you have any questions or need additional information, please contact us at the phone number or address below:

Colorado East Bank & Trust
Attn.: Clint Hemphill
108 E Goff AV
Granada, CO 81041
719-734-5200
chemphill@coloeast.com

or

Colorado East Insurance, Inc.
Attn.: Ken Anderson
100 West Pearl Street
P. O. Box 1017
Lamar, CO 81052-1017
719-336-2800
ken@coloeast-ins.com