

Maquoketa State Bank Privacy Statement

Customer Privacy Statement

However rapidly we may respond to changes in technology and data processing, we at Maquoketa State Bank also take pride in our adherence to the more old-fashioned virtue of customer confidentiality. When a customer opens an account with us, that customer provides us with private financial and personal information, and we are committed to maintaining the confidentiality of that information. Our customers are not only protected by federal and state laws but by Maquoketa State Bank's commitment to uphold both the spirit and the letter of those laws. Our commitment is described in our Customer Privacy Statement. Our Privacy Statement applies to both current and former customers.

Collection, Use and Retention of Customer Information

As a financial institution, Maquoketa State Bank maintains information and data about our customers for several reasons. We have learned that the more we know about our customers, the better we can understand their often unique financial needs and thus provide them with appropriate products and superior service. For example, if we knew you were a homeowner in need of financing, we would recommend that you consider a home equity loan or credit line as an alternative to an installment loan because of its potential tax benefits for you.

We also collect and analyze customer information as the first step in product development. Our goal is to spot trends or changes in the way our customers manage their finances. With this constantly updated information, we are able to create new products and services or improve existing ones, giving you more effective money management tools.

There are some cases where we gather information to comply with laws and regulations governing the financial industry. For example, we are required by federal regulations to obtain a tax identification number (generally a social security number) when opening accounts.

We use some of the data we collect to maintain the security of your account(s) and to protect the privacy of your financial information. We must be able to positively identify you and your products and services to prevent access by unauthorized individuals. We also use information obtained from consumer credit reports in conjunction with applicable transactions, for example, an application for a consumer installment loan.

If you send us e-mail, we may retain the content of the e-mail and your e-mail address in order to respond to questions or concerns you may have expressed. We may also retain your e-mail address in order to inform you of upcoming events or promotions at Maquoketa State Bank.

Accuracy of Information

We are committed to maintaining complete and accurate information about our customers, and we employ reasonable measures to ensure the accuracy, timeliness, and thoroughness of this information. If you think any information we have about you or your account(s) may be incorrect, please notify us immediately at 563/242-2265 or use our contact us form. We will take prompt action to make the appropriate corrections and to notify anyone with whom we may have shared inaccurate information.

Restriction on the Disclosures of Account Information

We do not reveal specific information about our customers' accounts or other personally identifiable data unless (1) our customer has requested or authorized it; (2) the information is provided to help complete a transaction initiated by our customer; (3) the information is provided to a reputable credit bureau or similar information reporting agency; or (4) disclosure is lawfully permitted or required. We do not sell customer information to other organizations for their independent use.

Sharing Customer Information

In our continuing effort to provide you with superior service and offer you financial products we think you would find useful, we may share customer information within the Maquoketa State Bank financial family, including our banks, insurance companies, realty offices and investment management group. The information, if provided, would be limited to name, address and recommended product. In doing so, we are able to offer you a complete financial package, with the best accounts and products for all your business and personal needs. As a result of this sharing within the Maquoketa State Bank family, you may be informed of new or enhanced products, special promotional offers, and certain discounts you may otherwise not have known about or been eligible to receive.

We want to assure you that we carefully try to limit the use and collection of customer information to only what is necessary to conduct our business, provide superior service, and offer opportunities we think would be useful to you. You have our commitment to use customer information only in accordance with the principles outlined within this policy.

Sharing Information with Other Companies

Although we at Maquoketa State Bank are committed to protecting the confidentiality of your financial information, occasionally we are required to provide information about you and your finances to other companies outside of the Maquoketa State Bank financial family with whom we do business. These businesses agree to comply with our customer confidentiality requirements and must abide by applicable laws.

For example, we are required to share your financial information with parties named in a lawsuit or administrative action when we are served with a subpoena or court order and with federal or state regulatory authorities as authorized by federal or state law. Consistent with the practice of other financial institutions, we may also share information about you and your account(s) with reputable credit reporting agencies.

Employee Access

An important part of our employee orientation program is the emphasis we place on customer confidentiality. All of our employees are aware of their responsibility with respect to customer information. We have procedures and security levels that limit employee access to personally identifiable information to those with a business reason to know such information. Appropriate disciplinary measures are taken to enforce employee privacy responsibilities.

Our Internet Web Site

Visitors to the Maquoketa State Bank Web site remain anonymous. We do not collect personal identifying information about site users, unless you choose to provide such information to us. Standard software is used to collect and store ONLY the following non-identifying information about our visitors: the name of the

domain from which you access the Internet (for example, aol.com, if you are connecting from an America Online account, or iastate.edu if you are connecting from Iowa State University's domain); the date and time you access our site; and the Internet address of the Web site from which you linked directly to our site. If you submit an online application, it will be transmitted over a secure connection using encryption, and will alert you to this fact. This is the case where confidential information, such as your account number or social security number is requested. Visitors may elect to provide us with personal information via e-mail or our feedback form. This information is used internally, as appropriate, to handle the sender's request and manage the Maquoketa State Bank Web site. It is not disseminated or sold to other organizations. Visitors should, however, keep in mind that e-mail is not necessarily secure against interception. If you do not agree with the use of this information, or are not comfortable with the level of privacy, please use the clear button in on-line forms, or cancel an e-mail before it is sent. Visitors should call us directly at 563/242-2265 if requests or statements include sensitive or private information, such as your account numbers, credit card numbers or social security number. Maquoketa State Bank will NEVER ask you for your Personal Identification Number (PIN) for your Maquoketa State Bank ATM card or credit card. If you are asked for this information, please call 563/242-2265 and report it to a customer service representative immediately.

Protecting Children

Maquoketa State Bank does not knowingly solicit data from children, and we do not knowingly conduct on-line marketing to children. We recognize that protecting children's identities and privacy on-line is important and that the responsibility to do so rests with both the on-line industry and with parents.

Protection of Information

Maquoketa State Bank is committed to the security of your financial and personal information. All of our operational and data processing systems are in a secure environment that protects your account information from being accessed by third parties. We maintain and grant access to customer information only in accordance with our internal security standards.

Removal from Lists

If you would rather not receive news of products and services offered by members of the Maquoketa State Bank financial family, other than inserts in your monthly or quarterly statements, we will be glad to comply. To request that your name be deleted from any future mail or telephone solicitations from any member of the Maquoketa State Bank group, simply contact us in writing at 1417 N. 2nd St, Clinton, Iowa 52732. Be sure to include your name and social security number in your letter. Please note your request may take up to 30 days to process.

Please hit the back button at the top of your browser to return to the form.



Member FDIC



Equal Housing Lender

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