### 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 transaction history
- Credit history and credit score

### 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 Heartland Bank chooses to share; and whether you can limit this sharing.

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

### To limit our sharing
- Call 1-800-697-0049 or

**Please note:**
If you are a 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.

### Questions?
Call Client Services at 1-800-697-0049
### Who we are

| Who is providing this notice? | Heartland Bank |

### What we do

<table>
<thead>
<tr>
<th>How does Heartland Bank protect my personal information?</th>
<th>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. At Heartland Bank, respecting the privacy and the security of your personal information is the foundation of our banking relationship.</th>
</tr>
</thead>
</table>
| How does Heartland Bank collect my personal information? | We collect your personal information, for example, when you
- open an account or apply for a loan
- make deposits or withdrawals from your account
- seek financial advice or use your credit or debit card

We also collect your personal information from others, such as credit bureaus, affiliates, or other companies. |
| Why can't I limit all sharing? | Federal law gives you the right to limit only
- sharing for affiliates’ everyday business purposes - information about your creditworthiness
- affiliates from using your information to market to you
- sharing for nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing. |
| What happens when I limit sharing for an account I hold jointly with someone else? | Your choices will apply individually, unless you direct us otherwise |

### Definitions

| Affiliates | Companies related by common ownership or control. They can be financial and nonfinancial companies.
- Our affiliates include title companies such as TransCounty Title and All Ohio Title and Escrow, LLC |
| Nonaffiliates | Companies not related by common ownership or control. They can be financial and nonfinancial companies.
- Nonaffiliates we share with can include Investment Service Companies |
| Joint marketing | A formal agreement between nonaffiliated financial companies that together market financial products or services to you.
- Our joint marketing partners can include Investment Service Companies |