



# Privacy Notice



Rev. May 2014

<b>FACTS</b>	<b>What does Apple Bank for Savings do with your personal information?</b>
<b>Why?</b>	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.
<b>What?</b>	The types of personal information we collect and share depend on the product or service you have with us. This information can include: <ul style="list-style-type: none"> <li>• Social security number and income</li> <li>• Account balances and payment history</li> <li>• Credit history and credit scores</li> </ul>
<b>How?</b>	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 Apple Bank for Savings chooses to share; and whether you can limit this sharing.

Reasons we can share your information	Does Apple Bank share?	Can you limit this sharing?
<b>For our everyday business purposes</b> - 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> - to offer our product and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	Yes	No
<b>For our affiliates' everyday business purposes</b> - information about your transactions and experiences	Yes	No
<b>For our affiliates' everyday business purposes</b> - information about your creditworthiness	Yes	Yes (check your choices, below)
<b>For our affiliates to market to you</b>	Yes	Yes (check your choices, below)
<b>For our non-affiliates to market to you</b>	Yes	Yes (check your choices, below)

<b>To limit our sharing</b>	<ul style="list-style-type: none"> <li>• Call toll-free 800-742-9879 - our menu will prompt you through your choice(s)</li> <li>• Mail the form. <a href="#">Click here to print form.</a></li> </ul> <p>Please note:</p> <p>If you are a <i>new</i> customer, we can begin sharing your information 30 days from the date we sent this notice. When you are <i>no longer</i> our customer, we continue to share your information as described in this notice.</p> <p>However, you can contact us at anytime to limit our sharing.</p>
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Questions? Call toll free 800-742-9879

**Questions?**

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**Who we are**

Who is providing this notice?

Apple Bank for Savings

**What we do**

How does Apple Bank for Savings protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards, secured files, and buildings.
How does Apple Bank for Savings collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> <li>• open an account or deposit money</li> <li>• pay your bills or apply for a loan</li> <li>• use your credit or debit card.</li> </ul> <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
Why can't I limit all sharing?	<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.</p>
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account.

**Definitions**

Affiliates	<p>Companies related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> <li>• <i>Our only affiliate is ABS Associates of New York, Inc., Apple Bank's wholly-owned insurance subsidiary.</i></li> </ul>
Nonaffiliates	<p>Companies not related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> <li>• <i>Non-affiliates we share with can include mortgage companies, insurance companies, direct marketing companies, and non-profit organizations.</i></li> </ul>
Joint marketing	<p>A formal agreement between non-affiliated financial companies that, together, market financial products or services to you.</p> <ul style="list-style-type: none"> <li>• <i>Apple's joint marketing partners include credit card companies, mortgage lenders and companies that provide checking account enhancement programs and benefits.</i></li> </ul>

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