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Online Banking

User Name

Random Code

Privacy

Privacy

Rev March 23, 2010

FACTS **WHAT DOES WEST END BANK, S.B. DO WITH YOUR 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.

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

What?

- Social Security number and income
- transaction history and payment history
- credit history and credit scores

When you are no longer our customer, we continue to share your information as described in this notice.

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 WEST END BANK, S.B. chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information

Does WEST END BANK, S.B. share?

Can you limit this sharing?

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	Yes	No
For our marketing purposes - to offer our products and services to you	Yes	No
For joint marketing with other financial companies	No	We don't share
For our affiliates' everyday business purposes - information about your transactions and experiences	No	We don't share
For our affiliates' everyday business purposes - information about your creditworthiness	No	We don't share
For our affiliates to market to you	No	We don't share
For nonaffiliates to market to you	No	We don't share

Questions? Call (765) 962-9587 or go to <http://www.westendbank.com>

What we do

How does WEST END BANK, S.B. 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 and secured files and buildings.

In addition, we restrict access to information about you to those employees who need to know that information to provide products or services to you.

How does WEST END BANK, S.B. collect my personal information?

We collect your personal information, for example, when you

- apply for a loan or open an account
- pay your bills or make deposits or withdrawals from your account
- 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.

Definitions

Companies related by common ownership or control. They can be financial and nonfinancial companies.

Affiliates

- WEST END BANK, S.B. does not share with our affiliates

Companies not related by common ownership or control. They can be financial and nonfinancial companies.

Nonaffiliates

- WEST END BANK, S.B. does not share with nonaffiliates so they can market to you

A formal agreement between nonaffiliated financial companies that together market financial products or services to you.

Joint marketing

- WEST END BANK, S.B. doesn't jointly market

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