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1.800.524.8875 HOURS: M-F (6am-10pm) Sat (9am-3pm) MT



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Speak to a live Zions Direct representative by calling us toll-free M-F 6AM to 10PM MST and Saturday 9AM to 3PM MT.
1.800.524.8875

- You can [email us](#) too.

Consumer Online Privacy Policy

Rev. 01/2014

FACTS WHAT DOES ZIONS DIRECT 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 assets
 - -income and account balances
 - -transaction history and credit history

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 Zions Direct

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

Reasons we can share your personal information Does Zions Direct share? Can you limit this sharing?

For our everyday business purposes -

such as to process your transaction, 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

For our affiliates' everyday business purposes -

information about your transactions and experiences

Yes

No

For our affiliates' everyday business purposes -

information about your creditworthiness

Yes

Yes

For our affiliates to market to you

Yes

Yes

For our nonaffiliates to market to you

No

We don't share

Call 1-800-524-8875 and speak with a Zions Direct customer service representative

**TO LIMIT
OUR
SHARING**

PLEASE NOTE:

If you are a new 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 1-800-524-8875

WHAT WE DO

How does Zions Direct 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. We also restrict access to non-public personal information about you to those employees who have a need to know such information.

We collect your personal information, for example, when you

How does Zions Direct collect my personal information?

- -open an account or provide account information
- -apply for a loan or make deposits or withdrawals from your account
- -seek advice about your investments

We also collect your personal information from others, such as credit bureaus, affiliates, or other companies. Federal law gives you the right to limit only

Why can't I limit all sharing?

- -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. See below for more on your rights under state law.

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

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

Affiliates

- -Our affiliates include Amegy Investments, Inc., Contango Capital Advisors, Inc., Western National Trust Co., and Zions Bank

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

Nonaffiliates

- -Zions Direct does not share with nonaffiliates so they can market to you

- -Zions Direct does not share with nonaffiliates so they can market to you.

A formal agreement between non-affiliated financial companies that together market financial products or services to you.

Joint Marketing

- -Our joint marketing partners include securities broker-dealers, insurance agents, and card issuers.

OTHER IMPORTANT INFORMATION

Depending on where you live, you may have additional privacy protections under some state laws. We will comply with applicable state laws before sharing non-public personal information about you. We may do this by sending a separate notice of those rights to you.

California: We do not share personal information for accounts with a California mailing address with nonaffiliates and affiliates for marketing purposes. We will limit all other sharing as applicable under California law.

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- our affiliates
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Securities products and services offered by Zions Direct, Member [FINRA/SIPC](#), a non-bank subsidiary of Zions Bank.

Bank Deposits and Certificates of Deposit (CDs) are FDIC Insured up to Applicable Limits.

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