

# Privacy Policy



**East River**

FEDERAL CREDIT UNION

220 S. Harth Ave.  
PO Box 31  
Madison, SD 57042  
www.eastriverfcu.com

PH: 605-256-8145 • TF: 800-667-6039 • FX: 605-256-8053

**Revised  
December  
2013**

<b>FACTS</b>	<b>WHAT DOES EAST RIVER FEDERAL CREDIT UNION DO WITH YOUR PERSONAL INFORMATION?</b>		1	
<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.		2	
<b>What?</b>	The types of personal information we collect and share depend on the accounts or services you have with us. This information can include: <ul style="list-style-type: none"> <li>• Name, address, Social Security Number, and income</li> <li>• Account balances and payment history</li> <li>• Credit history and credit scores</li> </ul>		3	
<b>How?</b>	All financial companies need to share members' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their members' personal information; the reasons East River Federal Credit Union chooses to share; and whether you can limit this sharing.		4	
	<b>Reasons we can share your personal information</b>	<b>Does East River Federal Credit Union share?</b>	<b>Can you limit this sharing?</b>	5
	<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 products and services to you	Yes	No	
	<b>For joint marketing with other financial companies</b>	Yes	Yes	
	<b>For our affiliates' everyday business purposes</b> —information about your transactions and experiences	No	We do not share	
	<b>For our affiliates' everyday business purposes</b> —information about your creditworthiness	No	We do not share	
	<b>For our affiliates to market to you</b>	No	We do not share	
	<b>For non-affiliates to market to you</b>	No	We do not share	
<b>To limit our sharing</b>	• Call 605-256-8145 or 800-667-6039, visit the Credit Union or mail in the form below.		6	
<p><b>Please Note:</b> If you are a <i>new</i> member, we can begin sharing your information [30] days from the date we sent you this notice. When you are <i>no longer</i> our member, we continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.</p> <p><b>If you have questions, call us at 605-256-8145 or toll-free at 800-667-6039 or visit us online at <a href="http://www.eastriverfcu.com">www.eastriverfcu.com</a>.</b></p>				

<b>Mail-In Form</b>	Do not share my personal information with other financial institutions to jointly market to me.		
If you have a joint account, your choice(s) will apply to everyone on your account unless you mark below.	Name	Account No.	
	Address		
	City, State, ZIP		
	<b>Mail to: East River Federal Credit Union, PO Box 31, Madison, SD 57042</b>		

<b>Who We Are</b>		7
Who is providing this notice?	East River Federal Credit Union.	
<b>What We Do</b>		8
How does East River Federal Credit Union 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, procedural safeguards and safe record storage. We will continue to review and modify our security controls in the future to deal with changes in products, services, and technology.	
How does East River Federal Credit Union collect my personal information?	We collect your personal information, for example, when you <ul style="list-style-type: none"> <li>• open an account</li> <li>• apply for a loan</li> <li>• use your credit or debit card</li> <li>• pay your bills</li> <li>• make deposits to or withdrawals from your accounts</li> </ul> We also collect your personal information from others, including credit bureaus or other companies.	
Why can't I limit all sharing?	Federal law gives you the right to limit only: <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 non-affiliates to market to you</li> </ul> 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 to everyone on your account.	
<b>Definitions</b>		9
<b>Affiliates</b>	Companies related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> <li>• <i>East River Federal Credit Union has no affiliates.</i></li> </ul>	
<b>Non-affiliates</b>	Companies not related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> <li>• <i>East River Federal Credit Union does not share with non-affiliates so that they can market to you.</i></li> </ul>	
<b>Joint marketing</b>	A formal agreement between non-affiliated financial companies that together market financial products or services to you. Our marketing partners include: <ul style="list-style-type: none"> <li>• <i>Investment companies</i></li> <li>• <i>Insurance companies</i></li> <li>• <i>Other financial service providers</i></li> </ul>	