



## To Our Customers:

At Packerland Brokerage Services, Inc., we are committed to protecting your privacy and the confidentiality of your personal and financial information. The measures we take to keep your personal information private and secure are outlined below.

## How We Protect Confidentiality:

Packerland uses procedural, physical, and electronic system safeguards to store and secure information about you in compliance with federal standards. Our systems protect your information from unauthorized access, alteration, and destruction. Access is permitted only to those individuals within our organization who need the information to perform their job responsibilities. When we enter into agreements with other companies to provide services available to you, we include a confidentiality clause. Under such an agreement, these companies may receive information about you, but they may only use it for the intended purpose, which is to benefit you.

## Persons Covered by the Privacy Policy:

The Packerland Privacy Policy applies to anyone who is a current or former Packerland Brokerage Services client, including customers of our correspondent clearing firm. We provide you with a copy of this policy when you open an account, and we send you annual notifications thereafter. If we change our policy regarding the sharing of information, we will notify you in advance and give you the opportunity to "opt out" of such disclosure.

## How We Obtain Information About You:

In the normal course of business, we collect, retain and use information about you to serve your financial needs, administer your account(s) and inform you of products and services that may be of interest. This data, known as non-public personal information, may be collected from several sources, including: Packerland's Customer Account Form, applications and other forms you file with us, product vendors as a result of your transactions with us, our affiliates, and non-affiliated third parties such as consumer reporting agencies or medical providers. Because we strive to provide you with the best possible service, the accuracy and completeness of your personal information is important to us. We ask that you review your information regularly to ensure that it is correct. Please contact your account representative or Packerland directly if you need to correct or update your personal information.

## Sharing Information - With Whom and Why:

Packerland does not sell your personal information to anyone. We restrict the types of information we share and the types of entities with whom we share it. The primary reason for sharing information about you is to increase your convenience in transacting business with us and to give you more financial services choices.

Should your Registered Representative change within our firm, your information may be shared with the new Representative. Also, if your Registered Representative leaves our firm, your personal information may be retained by him/her for the purpose of continuing to service your account(s).

If you wish to opt-out of having your Representative take your personal information upon leaving Packerland Brokerage Services, please send written request to:

### **Packerland Brokerage Services, Inc.**

Attn: Compliance Department  
432 Security Blvd., Ste. 101  
Green Bay, WI 54313

We do not disclose your personal information to non-affiliated third parties unless it is necessary for the purpose of processing your transactions or servicing your account(s). Examples may include retirement plan sponsors, third party administrators, mutual fund companies, insurance companies and agencies, other broker dealers and clearing firms, and the company that prints and mails your account statement.

We disclose or report personal information in limited circumstances when we believe in good faith that disclosure is required or permitted under law. For example, we would provide information in cooperation with securities regulators or law enforcement authorities, to resolve consumer disputes, or to perform credit evaluations and authenticated checks.

## Medical or Health Information:

While we might receive medical or health information from you at the time of application for various types of insurance, we do not use or share it - internally or externally - for any purpose other than what is directly related to the administration of your policy, account, or claim, as required or permitted by law, or as you authorize us to do so.

## Option to Opt Out and Change Notices:

If for any reason at any time in the future we find it necessary to disclose any of your personal information in a way that is inconsistent with this policy, we will give you advance notice of the proposed change and the opportunity to opt out of such disclosure.