



Credit Union of  
Southern California  
A FEDERAL CREDIT UNION

## Important California Privacy Choices for Consumers

As a valued Member of Credit Union of Southern California, a Federal Credit Union (CU SoCal), respecting your privacy and the security of your personal information is very important to us. California law gives you additional rights to limit the sharing of your personal information. These rights apply in addition to your federal rights. This notice is intended to describe the types of information we collect about you and how it is used and to provide you with the right to opt-out of the sharing of certain information, as required by California law.

### INFORMATION WE COLLECT ABOUT YOU

To help us better serve your financial needs, we collect and use non-public information about you from the following sources:

- Information we receive from you on applications or other forms
- Information about your transactions with us, our affiliates, or others
- Information we receive from consumer reporting agencies

We do not disclose any non-public information about our Members or former Members to anyone, except as permitted or required by law, or as otherwise specified in this notice.

### USE OF INFORMATION

We may share information about you with non-affiliated third parties as permitted by law. These non-affiliated third parties may help us process your transactions, or provide services such as mailing your account statements. Types of non-affiliates we share your information with include:

- ATM networks
- Mortgage insurers
- Bill payment processors
- Credit reporting agencies
- Check printers
- Data processing companies

These third parties make written agreements with us that they will keep your information confidential and use it only to provide the services we request of them. You cannot opt out of this type of information sharing.

### SHARING INFORMATION WITH JOINT MARKETING PARTNERS

We share personal, non-public information with Affinion Benefits Group to perform marketing services on our behalf. The purpose of sharing this information is to provide you with materials we consider to be of benefit. We do not provide any of your account details such as PINs, balances, or transaction records. Please note that Affinion Benefits Group adheres to strict confidentiality requirements.

8101 E. Kaiser Blvd, Suite 300 | Anaheim, CA 92808-2261 866.287.6225 | 714.990.5492 fax | Support@CUSoCal.org | CUSoCal.org

Under California law you have the right to opt out of information sharing with Affinion Benefits Group. Please see the section titled “Important Privacy Election: Your Opportunity to Opt Out” for information on how to exercise your opt out election.

### **IMPORTANT PRIVACY ELECTION: YOUR OPPORTUNITY TO OPT OUT**

If you choose to opt out, we will not share any information with third parties where information disclosure is subject to opt out rights. Choosing to opt-out of information sharing may limit your opportunities to receive product and service information that may interest you.

If you do opt out, we will process your request as quickly as possible. However, if marketing campaigns have already begun, you may receive offers four to six weeks from the date we receive your request.

We are required to send you an annual notice of your opt-out rights. However, once we have your request on file, we will not change it unless you send us new instructions.

To opt-out of information sharing with our joint marketing partners, please do one of the following:

1. Fill out, sign, and mail the included Important Privacy Choices for Consumers form to CU SoCal using the envelope provided (you may want to make a copy for your records).
2. Fill out, sign, and fax this form to CU SoCal at 714.671.2753.
3. Call us toll-free at 866 CU SoCal (866.287.6225).

Please see included opt out form titled “Important Privacy Choices for Consumers”.



### Important Privacy Choices for Consumers

You have the right to control whether we share some of your personal information. Please read the following information carefully before you make your choices below.

#### YOUR RIGHTS

You have the following rights to restrict the sharing of personal and financial information with outside companies that we do business with. Nothing in this form prohibits the sharing of information necessary for us to follow the law, as permitted by law, or to give you the best service on your account(s) with us. This includes sending you information about additional products and services.

#### YOUR CHOICE

Restrict information sharing with other companies we do business with to provide financial products and services: Unless you say “no,” we may share personal and financial information about you with outside companies we contract with to provide financial products and services to you.

**NO**, please do not share personal and financial information with outside companies you contract with to provide financial products and services.

#### TIME SENSITIVE REPLY

You may make your privacy choice at any time. Your choice marked on this page will remain unless you state otherwise. However, if we do not hear from you, we may share some of your information with other companies with whom we have contracts to provide products and services.

Name \_\_\_\_\_

Member Number \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

#### To exercise your choice, do one of the following:

1. Fill out, sign, and mail this form to us using the envelope provided (you may want to make a copy for your records).
2. Fill out, sign, and fax this form to us at 714.671.2753.
3. Call us toll-free at 866 CU SoCal (866.287.6225).