

| FACTS | WHAT DOES HEARTLAND FINANCIAL USA, INC. 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. | | |
| What? | <p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> • Social Security number and income • Account Balances and Payment History • Credit History and Credit Scores | | |
| 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 Heartland Financial USA, Inc. chooses to share; and whether you can limit this sharing. | | |
| Reasons we can share your personal information | | Does Heartland Financial USA, Inc. 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 | Yes |
| For joint marketing with other financial companies | | Yes | 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 non-affiliates to market to you | | No | We don't share |
| To limit our sharing | <p>If you want to limit sharing, please call your institution at the toll-free number listed below.</p> <div> <div> Bank of Blue Valley 877-280-1862 Dubuque Bank and Trust Company 877-280-1851 First Bank & Trust 877-280-1864 New Mexico Bank & Trust 877-280-1856 Rocky Mountain Bank 877-280-1858 Wisconsin Bank & Trust 877-280-1855 </div> <div> HTLF Bank Divisions: Citywide Banks 877-280-1859 Premier Valley Bank 877-280-1863 Minnesota Bank & Trust 877-280-1860 Arizona Bank & Trust 877-280-1857 Illinois Bank & Trust 877-280-1853 </div> </div> <p>Please note: If you are a <i>new</i> customer, we can begin sharing your information 30 days from the date we sent this notice. When you are <i>no longer</i> 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.</p> | | |
| Questions? | <p>If you have any questions, please call your institution at the toll-free number listed below.</p> <div> <div> Bank of Blue Valley 877-280-1862 Dubuque Bank and Trust Company 877-280-1851 First Bank & Trust 877-280-1864 New Mexico Bank & Trust 877-280-1856 Rocky Mountain Bank 877-280-1858 Wisconsin Bank & Trust 877-280-1855 </div> <div> HTLF Bank Divisions: Citywide Banks 877-280-1859 Premier Valley Bank 877-280-1863 Minnesota Bank & Trust 877-280-1860 Arizona Bank & Trust 877-280-1857 Illinois Bank & Trust 877-280-1853 </div> </div> | | |

| Who We Are | |
|---|--|
| Who is providing this notice? | Heartland Financial USA, Inc. on behalf of its affiliates. |
| What We Do | |
| How does Heartland Financial USA, Inc. 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. |
| How does Heartland Financial USA, Inc. collect my personal information? | <p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> • Open an account • Deposit money • Apply for a loan • Seek advice about your investments • Tell us about your investment or retirement portfolio <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p> |
| Why can't I limit all sharing? | <p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> • 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 <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law</p> |
| 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 | |
| Affiliates | <p>Companies related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> • <i>Our affiliates include companies with a common ownership of Heartland Financial USA, Inc. which includes financial companies such as HTLF Bank, Bank of Blue Valley, Dubuque Bank and Trust Company, First Bank & Trust, New Mexico Bank & Trust, Rocky Mountain Bank, Wisconsin Bank & Trust and others such as Heartland Financial USA, Inc. Insurance Services</i> |
| Nonaffiliates | <p>Companies not related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> • <i>Heartland Financial USA, Inc. does not share with nonaffiliates so they can market to you.</i> |
| Joint Marketing | <p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> • <i>Our joint marketing partners include a lifestyle benefits provider and insurance companies.</i> |
| Heartland Financial USA, Inc. legal entities and businesses covered by this notice. | |
| Financial Institutions and affiliates of Heartland Financial USA, Inc. that are providing this notice are as follows: HTLF Bank, Bank of Blue Valley, Dubuque Bank and Trust Company, First Bank & Trust, Heartland Financial USA, Inc. Insurance Services, New Mexico Bank & Trust, Rocky Mountain Bank, and Wisconsin Bank & Trust. | |

Other Important Information

State Laws:

Nevada Residents: We are providing you this notice pursuant to state law. You may be placed on our internal Do Not Call List by calling the phone number listed under the To Limit Our Sharing section.

Nevada law requires we provide the following contact information: Bureau of Consumer Protection, Office of the Nevada Attorney General, 555 E. Washington St., Suite 3900, Las Vegas, NV 89101; Phone number is 702-486-3132; Email: BCPINFO@ag.state.nv.us.

California residents: Under California law, we will not share information we collect about you with companies outside of Heartland Financial USA, Inc. and its affiliates, unless the law allows. For example, we may share information with your consent, to service your accounts, or to provide rewards or benefits you are entitled to. We will limit sharing among our companies to the extent required by California Law.

Texas Residents: First Bank & Trust and our affiliates are chartered under the laws of the State of Texas and by state law is subject to regulatory oversight by the Texas Department of Banking. Any consumer wishing to file a complaint against First Bank & Trust should contact the Texas Department of Banking through one of the means indicated below:

In person or U.S. Mail: Texas Department of Banking, 2601 N. Lamar Boulevard, Suite 300, Austin TX, 78705-4294; By telephone: (877) 276-5554; By fax: (512) 475-1313; By email: consumer.complaints@dob.texas.gov; Through a website: www.dob.texas.gov.

The disclosure on the following page will be effective February 13, 2023

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| For our marketing purposes – to offer our products and services to you | | Yes | Yes |
| For joint marketing with other financial companies | | Yes | 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 |
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