

FACTS	WHAT DOES VALLEY NATIONAL BANK 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?	The types of personal information we collect and share depend on the product or service you have with us. This information can include: <ul style="list-style-type: none"> • Social Security Number and account balances • Transaction history and income • Assets and account transactions
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 Valley National Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Valley National Bank 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	No
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>Call Customer Care at 800-522-4100 from 6 AM-11 PM ET, 7 days a week; or write to: Valley National Bank; Attention: Customer Service, Privacy Section; 1445 Valley Road, Wayne, New Jersey 07470.</p> <p>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 <i>no longer</i> our customer, we may continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.</p>
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Questions?	If you have any questions about this Privacy Policy Statement or about the security and confidentiality of your non-public personal information, please call the privacy representative in Customer Care at 800-522-4100 from 6 AM - 11 PM ET, 7 days a week. For calls made from outside of the U.S. and Canada, please call 973-305-8800 or visit us at valley.com .
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Who We Are

Who is providing this notice?	Valley National Bank companies that use Valley Bank or Valley in their names and Masters Coverage Corp.
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What We Do

How does Valley National Bank 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 permit only authorized employees trained in the proper handling of customer information to access your information, and we require companies that work for us to protect your information.
How does Valley National Bank collect my personal information?	We collect your personal information for example, when you <ul style="list-style-type: none">• open an account or apply for a loan• pay your bills• make deposits or withdrawals from your account• use your credit or debit card We also collect your personal information from others, such as credit bureaus and other companies.
Why can't I limit all sharing?	Federal law gives you the right to limit only: <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 non-affiliates to market to you
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices apply to everyone on your account.

Definitions

Affiliates	Companies related by common ownership or control. They can be financial and non-financial companies. <ul style="list-style-type: none">• Our affiliates include companies with Valley National Bank or Valley name; and financial companies such as Masters Coverage Corp.
Non-affiliates	Companies not related by common ownership or control. They can be financial and non-financial companies. <ul style="list-style-type: none">• Valley National Bank does not share with non-affiliates so they can market to you.
Joint marketing	A formal agreement between non-affiliated financial companies that together market financial products or services to you. <ul style="list-style-type: none">• Our joint marketing partners include insurance and financial services companies.

Other important information

Valley National Bank will never ask for your personal account number or personal information via email. This Privacy Policy Statement is available in all of our branches and also may be viewed on our website: valley.com. If you provide us with an email address, we may use it to contact you regarding your relationship with us, to advise you of our loan and deposit products, to provide you with information you may have requested from us or to conduct business of the Bank, including collection efforts, if necessary.