

FACTS



WHAT DOES PRIORITY INSURANCE AGENCY, INC. DO WITH YOUR PERSONAL INFORMATION?

Why? Insurance Agencies and 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:

- Social Security number and Date of Birth
- Account balances and Payment history
- Insurance limits and coverage

How? All insurance and financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons insurance and financial companies can share their customers' personal information; the reasons Priority Insurance Agency, Inc. chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Priority Insurance Agency Inc. share?	Can you limit this sharing?
For our everyday business purposes— such as to process your transactions, maintain your account(s), or respond to court orders and legal investigations	Yes	No
For our marketing purposes— to offer our products and services to you	Yes	Yes
For our affiliates' everyday business purposes— information about your transactions and experiences	Yes	Yes
For our affiliates to market to you	Yes	Yes
For non-affiliates to market to you	No	No

To limit our sharing

- Mail the **form** below

Questions? Call (608)759-3031 or (608) 965-3031

DISCLOSURES REGARDING INSURANCE

The following information applies to any insurance product that Lender or Lender's affiliates solicit the sale of, or that Lender or Lender's affiliates offer to sell to you:

1. Insurance is not a deposit
2. Insurance is not an obligation of, or guaranteed or insured by Lender or Lender's affiliate
3. Insurance is not insured by Federal Deposit Insurance Corporation (FDIC) or any other agency of the United States
4. Lender may not condition an extension of credit to you on either: (1) Your purchase of an insurance product from Lender or any of Lender's affiliates; or (2) Your agreement not to obtain, or a prohibition of your obtaining an insurance product from an entity that is not affiliated with Lender

Mark any/all you want to limit:

- Do not share information about my creditworthiness with your affiliates for their everyday business purposes.
- Do not allow your affiliates to use my personal information to market to me.
- Do not share my personal information with non-affiliates to market their products and services to me.
- Do not share my personal information to market to me.
- Do not share my personal information with other financial institutions to jointly market to me.
- Do not share information about my transactions and experiences with your affiliates for their everyday business purposes.

Name

Address

City, State, Zip

Mail to:

Priority Ins. Agency
PO Box 579
Shullsburg, WI 53586

Who we are

Who is providing this notice?

Priority Insurance Agency, Inc.

What we do

How does Priority Insurance Agency, 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.

Secured access is delegated upon a need to know basis commensurate with each employee's responsibilities. Our employees are instructed in the importance of confidentiality and are provided with written privacy guidelines.

How does Priority Insurance Agency, Inc., collect my personal information?

We collect your personal information, for example, when you:

- Request an insurance quote
- Apply for an insurance policy

We also collect your personal information from others, such as affiliates, or other companies.

Why can't I limit all sharing?

Federal law gives you the right to limit only:

- sharing for affiliates' everyday business purposes
- affiliates from using your information to market to you
- sharing for non-affiliates to market to you

State laws and individual companies may give you additional rights to limit sharing.

What happens when I limit sharing?

Your choices will apply to everyone in your household.

Definitions		
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. -- Our affiliates include BSB Community Bancorporation, Inc.; Benton State Bank, Shullsburg Community Bank, and Tennyson/Potosi Community Bank	
Non-affiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. – Non-affiliates we share with can include mortgage companies and insurance companies.	
Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. -- Our joint marketing partner(s) include vendors and service companies that assist us in servicing our customers. These relationships are maintained solely to perform services on our behalf including, but not limited to, items processing, and electronic data processing.	
Other important information		
Institutions within Benton State Bank -Benton State Bank -BSB Community Bancorporation Inc.	-Shullsburg Community Bank –Priority Insurance Agency, Inc.	-Tennyson/Potosi Community Bank

Priority Insurance Agency, Inc. is the owner of the information, which is collected on priins.com. We will not sell, disseminate, disclose, trade, transmit, transfer, share, lease or rent any personally identifiable information to any third party except as specifically detailed above.

Information Collection:

We will ask you to provide your personal information to us when you request a quote and when you purchase an insurance policy from us. When you request a quote for an insurance from Priority Insurance Agency, Inc., we will ask you to provide your name, home address, mailing address, and telephone number. We will maintain a record of your information at the offices of Priority Insurance Agency, Inc. so we can provide you with policyholder service. The employees of Priority Insurance Agency, Inc. are each required to sign and acknowledge a Confidentiality and Nondisclosure Agreement. Each employee has been instructed on maintaining the privacy of each customer and the importance of protecting the customer's personal information.

When you send us e-mail from this Web site, you will provide us with certain personally identifiable information including your e-mail address.

Cookies:

A cookie is a piece of data that is stored on a visitor's hard drive while they are visiting a website. We may utilize a short-lived form of cookie when you visit priins.com. At Priority Insurance Agency, Inc., a cookie is only used to identify one unique visitor from another visitor during a particular session. A session is the period of active site-use while that unique visitor is linked to our server. We may use cookie technology during a session as a tool to carry forward your input information during the enrollment process. This enables the visitor to input their information once and have the information appear later during the enrollment process. No personally identifiable information is stored on the cookie. The cookie expires and is deleted from the visitor's computer as soon as they close their browser or if they are not actively browsing our website for more than 20 minutes. Should a previous visitor to priins.com return for a new session, they will be issued a new cookie and in no way will they be recognized as a visitor from a previous visit or session.

Third Party Links:

Priins.com may contain links to third party websites that are not controlled by Priority Insurance Agency, Inc. These third party links

are made available to you as a convenience and you agree to use these links at your own risk. Please be aware that Priority Insurance Agency, Inc. is not responsible for the content of third party websites linked to Priority Insurance Agency, Inc. nor are we responsible for the privacy policy or practices of third party websites linked to Priority Insurance Agency, Inc. Our Privacy Policy only applies to information we collect from you while you are at and while you are actively in a session with Priority Insurance Agency, Inc. If you should link to a third party website from Priority Insurance Agency, Inc, we strongly encourage you to review and become familiar with that website's privacy policy.

Changes In Our Privacy Policy:

We reserve the right to change this Privacy Policy without providing you with advance notice of our intent to make the changes.

NOTICE OF RELATIONSHIP:

This company, Priority Insurance Agency, Inc., whose main office is located at 614 W. Water St., P.O. Box 579, Shullsburg WI 53586 is an affiliate of Benton State Bank, whose main office is located at 42 W. Main St., P.O. Box 27, Benton WI 53803. You may not be compelled to buy any product or service from Benton State Bank or Priority Insurance Agency, Inc., or any other related company in order to participate in a transaction.

If you feel that you have been compelled to buy any product or service from either of the above companies or any other related company in order to participate in a transaction, you should contact the management of Benton State Bank or Priority Insurance Agency, Inc. at the enclosed addresses, or the Office of the Commissioner of Insurance, 125 S Webster St, Madison, WI 53703.