

# East West Bancorp, Inc. and its Family of Companies

## CALIFORNIA PRIVACY NOTICE Important Privacy Choices for Consumers

You have the right to control whether East West Bank can 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 East West from sharing your personal and financial information with our affiliates (*companies we own or control*) and outside companies that we do business with. Our affiliates include an insurance brokerage. Nothing in this form prohibits East West from the sharing of information necessary for us to follow the law, as permitted by law, or to give you the best service on your accounts with us. This includes sending you information about some other products or services.

### Your Choices

**Restrict Information Sharing With Companies We Own or Control (Affiliates):** Unless you say "No," we may share personal and financial information about you with our affiliated companies. This may include information about your account balances, history or transactions with us.

NO, please do not share personal and financial information with your affiliated companies. Also do not allow any company in the East West group of companies to use my personal information to market to me.

**Restrict Information Sharing With Other Companies We Do Business With To Provide Financial Products and Services:** Unless you say "NO", East West may share personal and financial information about you with outside companies we contract with to provide financial products and services to you, such as other financial companies with whom we have a joint marketing agreement.

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

*Please print clearly:*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Account or Policy Number(s)

\_\_\_\_\_  
Signature

### **Time Sensitive Reply**

You may make your privacy choice(s) at any time. Your choice(s) marked here will remain unless you state otherwise. However, if East West does not hear from you we may share some of your information with affiliated companies and other companies with whom we have contracts to provide financial products and services.

*To exercise your choices please fill out, sign and return this form to any East West Bank branch. You may want to make a copy for your records.*  
**IF YOU HAVE PREVIOUSLY OPTED OUT, YOU WILL NOT NEED TO DO SO UNLESS YOU ARE ESTABLISHING A NEW CUSTOMER RELATIONSHIP WITH US.**