Privacy Policy 

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Last updated: 12/5/2015



My Company (change this) ("us", "we", or "our") operates <http://www.mysite.com> (change this) (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

**Information Collection And Use**

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name ("Personal Information").

* Personal Information and Data

**Personal Information**

Personal information refers to any information about you that is personally identifiable to you. Your telephone number, name, address, and transaction history are examples of information that pertain to you personally.

**Data**

Data in the context of our online and mobile privacy policy generally refers to other information that we collect through your internet or mobile activities or which third parties may collect on our behalf. Such data may or may not be personally identifiable to you. Geolocation data collected from your mobile device when you ask for the location of the nearest ATM is personally identifiable when obtained through Mobile Banking.

**Information Collection**

**We collect personal information about you when:**

* **You Provide Personal Information to Us --**

We collects personal information online that you provide to us, such as when you log in, on applications you complete, and when you use our products and services.

* **We Obtain Personal Information from Others --**

We obtain personal information from third parties such as credit bureaus and others to tailor your online experience

**Information Use**

Personal information that we collect about you is used to provide you with optimal online experiences with us. We use it to help determine your financial interests and needs in order to recommend relevant products and services. We use personal information about you to qualify you for products and services that you request, to process your transactions, authenticate your identity, prevent fraud, and to keep your information and financial transactions secure.

**Information Sharing**

\_\_\_ shares your personal information within its family of \_\_\_ companies (affiliates) and with select third parties in accordance with the terms described in our privacy notice.. The notice also provides a toll free number for you to limit certain sharing. Additional information is provided below under **Tracking** and under **Your Options**. We may share personal information when required by law or a subpoena or court order. We may also share personal information when we suspect fraud or for risk management purposes.

**Children**

\_\_\_ websites and mobile applications are not directed to children and do not knowingly collect information from children.

**Access**

\_\_\_ does not maintain a process which allows visitors to review and request changes to any of his or her personally identifiable information, including information that is collected through the use of cookies or other tracking devices, on the Web site or our online service. If you believe that \_\_\_ customer records contain any incorrect information about you, please contact us using the customer service contact information provided on your bank or investment statements, or other communications from us pertaining to the products and services you use. You may also contact your local branch, relationship manager, or broker.

**Retention and Destruction**

\_\_\_ retains personally identifiable information as long as necessary to provide the products and services for which the information was collected, to process and maintain a record of transactions, and as long as necessary for legal process or to satisfy government retention requirements. When the retention period expires, \_\_\_ destroys data that was maintained in any form in a manner that renders it completely unusable and incapable of restoration.

**Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

* Tracking

**Behavioral Targeting**

The third party companies we use for online tracking have a network of advertising companies and may share anonymous information about your visits to pnc.com and other Web sites with us, and may use it in order to provide ads about goods and services of interest to you and which would be relevant to you, based on your browsing on PNC.com. From time to time, we may also share anonymous information with such third party companies in an aggregate form, for purposes of analysis and improvement of our Web site.

**Geolocation Data**

\_\_\_ does not access location data stored on your mobile device without your permission. Some features, such as our Finder application which locates the nearest \_\_\_ branch or ATM and shows the best route to get there, will not fully function unless you have enabled access to your location data.

* Your Options

**Location Tracking**

**Online advertising that relies on location tracking can be prevented by refusing to grant permission to use location data stored on your device. You can also set your device to block access to location data stored on your device. Refer to the user guide for your device.**

**Joint Marketing**

**Joint marketing enables financial institutions to legitimately share customer information with another financial institution under a marketing arrangement to sell financial products and services.**

**Affiliate Sharing and Marketing**

**PNC shares information about you among its family of companies in order to provide you with our full range of financial products and services.**

**Changes To This Privacy Policy**

This Privacy Policy is effective as of 12/5/2015 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page. We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy. If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

**Contact Us**

You may contact us using the customer service contact information provided on your bank or investment statements, or other communications from us pertaining to the products and services you use. You may also contact your local branch, relationship manager, or broker.