

## What American Equity Investment Life Insurance Company Does 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:

- Social Security number and financial information
- Demographic Information
- Transaction history

**How?** All financial companies need to share customers’ personal information to run their everyday business. In the section below, we list the reasons American Equity Life Insurance Company can share its customers’ personal information; the reasons American Equity Life Insurance Company chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does American Equity Life Insurance Company 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	No	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	No	We don’t share
For our affiliates to market to you	No	We don’t share
For nonaffiliates to market to you	No	We don’t share

## To limit our sharing

Call 1-888-221-1234 our menu will prompt you through your choice(s)

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 no longer 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.

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## Questions?

Call 1-888-221-1234 or go to [american-equity.com](https://american-equity.com)

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## Who we are

### Who is providing this notice?

American Equity Investment Life Insurance Company; American Equity Investment Life Insurance Company of New York; Eagle Life Insurance Company; Entrada Life Insurance Company (“American Equity”)

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## What we do

### How does American Equity 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.

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### How does American Equity collect my personal information?

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

- Give us your contact information;
- Apply for insurance or an annuity;
- Pay insurance claims;
- File an insurance claim;
- Make deposits or withdrawals from your account; and
- We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.

# What we do

## Why can't I limit all sharing?

Federal law gives you the right to limit only:

- Sharing for affiliates' everyday business purposes—information about your creditworthiness
- Affiliates from using your certain information to market to you
- Sharing for nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.

## Definitions

### Affiliates

Companies related by common ownership or control. They can be financial and nonfinancial companies.

- American Equity Investment Life Insurance Company of New York; Eagle Life Insurance Company; Entrada Life Insurance Company

### Nonaffiliates

Companies not related by common ownership or control. They can be financial and nonfinancial companies.

- Vendors

### Joint marketing

A formal agreement between nonaffiliated financial companies that together market financial products or services to you.

- None

## Other Important Information

### State Specific Disclosures

Consumer personal information will be collected, used, and stored as required by applicable federal privacy laws. If the Consumer's state laws provide more protection or rights for the Consumer's personal information than federal privacy laws, American Equity will protect the Consumer's personal information and honor any applicable rights as required by such state law.

### California Residents

We will not disclose personal information we collect about you with non-affiliated third parties, except as permitted by law, including, for example, with your consent or to service your account.

### Vermont Residents

We will not share personal information we collect about you with non-affiliated third parties or affiliates, except as permitted by law, including, for example, with your consent or to service your account.

