

## **U.S. State Privacy Notice**

This U.S. State Privacy Notice (“State Notice”) explains how Edward Jones (“Edward Jones,” “us,” “our,” “we”) collects Personal Information based on interactions with our website, mobile site and applications (“Sites”) and offline, how we use such information, and rights residents of states with applicable privacy laws may have with respect to such information. See [Consumer Rights Under Comprehensive U.S. State Data Privacy Laws](#) below.

The State Notice applies to Personal Information we collect, which is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a state resident or household.

Please be aware that Edward Jones collects relatively limited amounts of consumer Personal Information subject to all of the rights and provisions under the state comprehensive privacy laws because the Personal Information we obtain is largely exempted as personal financial data subject to the federal Gramm-Leach-Bliley Act (GLBA), the Fair Credit Reporting Act (FCRA), and state based financial laws. This State Notice does not make disclosures about the exempted data, and the rights as described do not apply to the exempted data. The State Notice also does not apply to the Personal Information we collect about employees, independent contractors, or job applicants when applying for a position with us.

### **Notice at Collection: Personal Information We Collect**

The following information describes the categories of Personal Information we collect and have collected about you in the past 12 months.

*Personal identifiers* - Name, email address, IP address, phone number, unique personal identifier, online identifier

*Internet or other electronic network activity information* – your browsing behavior, search history, and information regarding your interaction with our Sites and advertisements (including information such as scrolling, clicks, and length of interactions), your unique personal identifier, media access control (MAC) address, device type, screen resolution, operating system version, and Internet browser type and version, and information about websites that referred you to our Sites

*Professional or employment-related information* – job title, business with which you are affiliated, information about your employer

*Geolocation information* – your location when you visit our Sites

*Inferences drawn from the categories of Personal Information above*

### **Notice at Collection: Purposes for Collection of Personal Information**

We collect your Personal Information to contact you; to deliver personalized services, content, information, and advertisements to you; to inform and tailor our marketing and research efforts; to measure, analyze, understand, and improve the performance and user experience on our Sites and the digital experiences we offer.

We also use Personal Information to prevent fraud, activities that violate our Terms of Service or other contracts, or that are illegal; and to protect our rights and the rights and safety of our users or others.

For those who interact with us in a commercial capacity, we use your Personal Information to engage in business transactions with the entity you represent and market to or engage in diligence with the entities you represent.

#### **Notice at Collection: Categories of Personal Information We Sell or Share and Related Information**

When we engage in digital advertising, we may sell the following categories of Personal Information (according to the broad definition of “sell” under the respective state statute) or we may share them for purposes of cross-context behavioral advertising: personal identifiers and internet or other electronic activity information.

These categories of Personal Information are sold to or shared for cross-context behavioral advertising to advertising networks and other companies that facilitate digital advertising. We engage in such sales and sharing to facilitate digital advertising that can reach people that are most likely to be interested in our products or services. We do so by allowing third parties to place cookies or other tracking technologies on our Sites that may collect information about your online activities over time and across different websites or applications. For more information about the use of cookies and other tracking technologies, see the section “Our Use of Cookies and Analytics” below.

To opt out of such sales and sharing of Personal Information, click here:

<https://www.edwardjones.com/us-en/privacy>

We do not sell or share for cross-context behavioral advertising any of the other categories of Personal Information we collect.

#### **Notice at Collection: Retention Periods**

We retain the categories of Personal Information we collect for the length of time necessary to provide our Services and to comply with legal obligations or to protect our legal rights.

#### **Sources from which Personal Information is collected**

- Directly and indirectly from you or an individual authorized by you
- Directly and indirectly from activity on our websites
- From third parties such as data aggregators, data brokers

#### **Use or Disclosure of Sensitive Personal Information for Inferring Characteristics**

We do not use or disclose Sensitive Personal Information as defined under the CCPA to create profiles about or infer characteristics about individuals, or for any purposes other than providing our products or services.

#### **Disclosure of Personal Information For Business Purposes in the Past 12 Months**

The following chart describes the categories of Personal Information we disclosed to third parties for a business purpose in the 12 months prior to the date of this Policy:

<b>Categories of Consumers' Personal Information</b>	<b>Categories of Entities to Which We Disclosed Personal Information for Business Purposes</b>
<b>Personal identifiers:</b> name, phone number, address, email address, IP address, unique personal identifier, online identifier	Service providers that facilitate email communications, provide security services and cloud-based data storage, host our Sites, and assist with other technology-related functions, assist with advertising and marketing, provide analytics information, and process data subject requests
<b>Internet or other electronic activity information:</b> your browsing behavior, search history, and information regarding your interaction with our Sites and advertisements (including scrolling, clicks, and length of interactions), your unique personal identifier, media access control (MAC) address, device type, screen resolution, operating system version, and Internet browser type and version, and information about websites that referred you to our Sites	Service providers that provide security services and cloud-based data storage, host our Sites, and assist with other IT-related functions, assist with advertising and marketing, and provide analytics information
<b>Professional information:</b> job title, business with which you are affiliated, information about your employer	Service providers that manage vendor and other B2B information
<b>Inferences drawn from personal information collected</b>	Service providers assist with advertising and marketing, and provide analytics information

Business Purposes for Such Disclosures

We disclosed the categories of Personal Information to the categories of third parties identified above for the following purposes: to engage in advertising and marketing (other than cross-context behavioral marketing); analyze and improve our Sites; operate our Sites and IT systems and secure our systems; prevent fraud and other illegal activities.

Additional Information About How We May Disclose Personal Information and Purposes for Disclosures

We may also disclose your Personal Information as required or permitted by law to comply with a subpoena or similar legal process or government request, or when we believe in good faith that disclosure is legally required or otherwise necessary to protect our rights and property or the rights,

property, or safety of others, including to law enforcement agencies, and judicial and regulatory authorities. We may also disclose your Personal Information to third parties to help detect and protect against fraud or data security vulnerabilities. And we may disclose or transfer your Personal Information to a third party in the event of an actual or potential sale, merger, reorganization of our entity or other restructuring.

### **Our Use of Cookies and Other Tracking Technologies**

The functionality of our Sites is based, in part, on your browser's ability to accept cookie files. Cookies are pieces of information that a website transfers to your hard drive that allow you to navigate a website more easily and customize website features that are updated each time you visit a website.

Cookies also help us track repeat visits to our Sites. Most browsers are initially set up to accept cookies. You may set your preferences to refuse cookies; however, this may limit your access to some areas of our Sites.

We may also use, in addition to cookies, pixel tags, web beacons and other similar tracking technologies ("tracking technologies") to automatically collect information through the Sites. We may use these tracking technologies to help identify irregular behavior, prevent fraudulent activity, and improve security, as well as making it possible for you to save your preferences and help us understand how you interact with our Services.

We also allow third parties (including Google and Meta) to use third party tracking technologies to collect or receive information about how you interact with our Sites and elsewhere on the Internet and use that information to provide analytics and other measurements services, and to deliver and target advertisements tailored to you. Third parties may also use some of these technologies to assist us in determining if you require assistance or are having problems navigating on our Sites, and this may include technologies that record your interactions with the Sites, including without limitation, your keystrokes, mouse clicks, screen touches, and information about when, how and from where you accessed our Sites. You may set your browser to notify you when you receive a cookie. Many web browsers also allow you to block cookies. You can disable cookies from your computer system by following the instructions on your browser or at [www.youradchoices.com](http://www.youradchoices.com). See "[Consumer Rights Under Comprehensive U.S. State Data Privacy Laws](#)" section below for additional information about how to opt out of the use of some of these types of tracking technologies.

We use Google Analytics to evaluate the use of our website. Google Analytics uses cookies and other identifiers to collect information, such as how often users visit a website, what pages they visit when they do so, and what other websites they visited prior to visiting our Sites. We also participate in the following Google Analytics Advertising features provided by Google: Google Campaign Manager 360. This feature uses first party cookies (such as the Google Analytics cookie) to connect the tracking activity performed by third-party cookies (such as Google advertising cookies) to help measure the effectiveness of our marketing efforts. For information about Google's privacy practices, please refer to the Google Privacy Policy: <https://policies.google.com/privacy?hl=en-US#infocollect>. You may opt-out of the Google Analytics service with the Google Analytics Opt-out Browser Add-on available at: [Google Analytics Opt-out Browser Add-on Download Page](#).

## **Personal Information of Minors**

Our products, services and Sites are not directed to minors under the age of 13 and we do not knowingly sell or share for purposes of behavioral advertising the Personal Information of minors, including minors under 16 years of age.

## **Do Not Track Signals**

Industry standards are currently evolving, and we may not separately respond to or take action with respect to any "do not track" ("DNT") configuration you have enabled in your internet browser.

## **Links to Other Websites / Social Media Buttons**

For your convenience, our Sites may contain links to other websites, including social media buttons that may direct you to other sites or platforms. This does not imply any affiliation with, or an endorsement, authorization, sponsorship or promotion of a non-Edward Jones website, application, platform, or the owner thereof. Edward Jones accepts no responsibility for the content, products, or services provided on linked websites. If you choose to access such non-Edward Jones websites, applications, or platforms, you do so at your own risk, and you should be aware that those websites, applications, and platforms are governed by their own terms and conditions and privacy policies.

## **How We Keep Your Personal Information Secure**

We implement and maintain reasonable security appropriate to the nature of the Personal Information that we collect, use, retain, transfer or otherwise process. However, there is no perfect security, and reasonable security is a process that involves risk management rather than risk elimination. While we are committed to maintaining a reasonable information security program, no such program can be perfect; in other words, all risk cannot reasonably be eliminated. Data security incidents and breaches can occur due to factors that cannot reasonably be prevented. Accordingly, it cannot be assumed that the occurrence of any given incident or breach results from our failure to implement and maintain reasonable security.

## **Consumer Rights Under Comprehensive U.S. State Data Privacy Laws**

State privacy laws in some states give their residents specific rights regarding the Personal Information we collect about them, with some exceptions. Edward Jones is not subject to all of the state laws because we are subject to certain federal or state financial privacy laws. We list below the rights that may be applicable to our business under the state laws:

***Right to Know:*** The right to confirm whether we are processing a resident's Personal Information and to access such data. Laws in some states provide the right to know more detailed information.

- California's privacy law gives residents the right to request the following additional information collected since January 1, 2022: Categories of Personal Information we have collected about them; categories of sources from which such Personal Information was collected; categories of Personal Information that the business sold or disclosed for a business purpose about the consumer; categories of third parties to whom the Personal Information was sold or disclosed

for a business purpose; and the business or commercial purpose for collecting or selling your Personal Information

- Oregon’s privacy law gives residents the right to request a list of third-party entities to which we have disclosed Personal Information.

*Right to Access / Copy:* The right to access or request a copy of the Personal Information we have collected from the resident, subject to certain exceptions.

*Right to Delete:* The right to request deletion of their Personal Information that we have collected from or about the resident and to have such information deleted, subject to certain exceptions.

*Right to Correct:* The right to request that we correct inaccuracies in the resident’s Personal Information, considering the nature of personal data and purposes of processing such information.

*Rights to Opt Out:* Various rights to request that we stop using the resident’s Personal Information for one or more of the following purposes:

- Sale of Personal Information: The right to request that we stop selling their Personal Information, consistent with the definition of “sale” in each law.
- Targeted Advertising: The right to request that we stop processing their Personal Information for targeted advertising, subject to exceptions in some state laws.
- Sharing for Cross-Context Behavioral Advertising: California’s law provides the right to request that we stop sharing Personal Information for cross-context behavioral advertising.

Please note, California’s law is the only law that applies to all state residents, irrespective of the context in which they interact with us (e.g., a customer, a business contact, a vendor). Laws in other states apply only to people when acting in an individual or household context.

### Exercising Your Rights

We will respond to requests from residents of states with data privacy laws that apply to us and to the rights that are provided under the requestor’s state law as of the effective date of that law.

#### *Rights to Know, Delete or Correct*

To exercise your rights to know, delete or correct, please [go to our secure portal](#), operated by our privacy software vendor, OneTrust. Or you may contact us toll-free at [855-898-6102](tel:855-898-6102), at which time you will be able to leave the details of your request in a secure voicemail.

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. You may also make a verifiable consumer request on behalf of your minor child.

To exercise opt-out rights, [submit your request](#)

#### *Opt-out Preference Signals and Do Not Track*

An opt-out preference signal is sent by a platform, technology, or mechanism on behalf of consumers and communicates a consumer’s choice to opt out of the sale and sharing of Personal Information for

cross-context behavioral advertising with all businesses that recognize the signal, without having to make individualized requests. The signal can be set on certain browsers or through opt-out plug-in tools.

We recognize the Global Privacy Control signal and do so at the browser level. This means that if the signal is sent through a specific browser, we will recognize it for that browser only, and only with respect to the identifiers for that browser. If you would like more information about opt-out preference signals, including how to use them, the Global Privacy Control website has such information (<https://globalprivacycontrol.org/>).

We will respond to opt-out requests as soon as feasibly possible, but no later than 15 business days after receipt of your request. If we require additional information or time to process your requests, we will contact you.

We do not respond to the DNT or “Do Not Track” signal.

#### *Exercising Your Rights Using Authorized Agents*

Agents may submit opt-out requests on behalf of individuals under several state data privacy laws. Additionally, California residents can designate an agent to submit all types of data requests.

If the agent submits an opt-out request on your behalf, the agent will need to provide us with your signed permission indicating the agent has been authorized to submit the opt-out request on your behalf. Agents can submit opt-out requests [go to our secure portal](#).

If you are a California resident and you use an agent to submit other types of requests, the agent will need to provide us with your signed permission indicating the agent has been authorized to submit the request on your behalf. You will also be required to verify your identity directly with us or confirm with us that you provided the agent with permission to submit the request. Agents can submit requests on behalf of California residents (other than opt-out requests) [go to our secure portal](#).

Please note that this subsection does not apply when an agent is authorized to act on your behalf pursuant to a valid power of attorney. Any such requests will be processed in accordance with state law pertaining to powers of attorney.

#### *Verification of Requests*

When you make a **Request to Know**, **Request to Delete** or **Request to Correct**, we will take steps to verify your identity. These steps may include asking you for information that we or our identity verification knows about you. If we are unable to verify your identity with the degree of certainty required, we will not be able to respond to the request. We will notify you to explain the basis of any denial.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you. In limited circumstances, we may need to contact you to obtain additional information to process your request.

We will only use Personal Information provided in a verifiable consumer request to verify your identity or authority to make the request.

#### *When We Do Not Act on a Request – Appeal Process*

In some cases, we may not act on your requests (e.g., if we cannot do so under other laws that apply). When this is the case, we will explain our reasons for not providing you with the information or taking the action (e.g., correcting data) you requested.

Additionally, you have the right to appeal our decision by contacting us at [855-898-6102](tel:855-898-6102) within 30 days after your receipt of our decision.

#### *Non-Discrimination*

If you exercise any of the rights explained in this US State Privacy Notice, we will continue to treat you fairly. If you exercise your rights under this US State Privacy Notice, you will not be denied or charged different prices or rates for goods or services or provided a different level or quality of goods or services than others

#### **Changes to this Notice**

Edward Jones reserves the right to change this Notice at our discretion and at any time. Changes are effective upon posting to our Sites. If we make a material change to the Notice, we will be notified through a notice on our website.

**If you require assistance in obtaining this US State Notice in another accessible alternative format, you may also call us at [\(855\) 898-6102](tel:855-898-6102)**