

# Ameriprise Privacy Notices

## Frequently Asked Questions

Updated March 2025

The Ameriprise privacy notice is provided to new clients and as required by law. It explains how the Ameriprise Financial companies collect, share, and protect your personal information. Following are answers to frequently asked questions about the Ameriprise privacy notices, personal information practices and privacy choices.

The California Privacy Rights Act ("CPRA") privacy notice addendum is provided to California residents. The CPRA privacy notice addendum provides rights for California residents to receive information from Ameriprise about the personal information we collect and use about them. The CPRA privacy notice addendum also provides information to California residents about what information they can obtain from Ameriprise.

### General Questions

#### Q1. To whom does the Ameriprise privacy notice apply?

Ameriprise Financial has two privacy notices:

- The Ameriprise privacy notice applies to clients who have purchased or received products and services from any of the following companies or prospects who have provided their personal information:
  - Ameriprise Financial, Inc.
  - Ameriprise Financial Services, LLC
  - Ameriprise Bank, FSB
  - Ameriprise Certificate Company
  - American Enterprise Investment Services, Inc.
  - Ameriprise Trust Company
  - RiverSource Life Insurance Company
  - RiverSource Life Insurance Company of New York
- The Ameriprise Financial Institutions Group (AFIG) privacy notice applies only to clients if your advisor sits in one of our partner banks/credit unions

#### Q2. How frequently will I receive a Privacy Notice?

As a client, you will receive a privacy notice when there is a material change to the notice. If you hold an insurance product, you may receive a notice on an annual basis in accordance with individual state Insurance regulations. If you are an AFIG client, then you will receive a privacy notice on an annual basis due to the different information sharing options outlined in the AFIG privacy notice.

If you requested to receive your statements electronically, you will receive an electronic version of the privacy notice. You also can view our privacy notices at any time at [Ameriprise Privacy, Security & Fraud Center](#).

As a prospect, you will receive a privacy notice when providing your personal information for the first time. You also can view our privacy notices at any time at [Ameriprise Privacy, Security & Fraud Center](#).

## Ameriprise personal information practices

### Q3. Why does Ameriprise collect my personal information?

We collect your personal information for our:

- Everyday business purposes. For example: processing transactions, maintaining your account, reporting to credit bureaus, providing financial advice, verifying your identity, and fulfilling legal and regulatory obligations.
- Marketing programs to offer you our products and services that may meet your needs.
- AFIG clients: marketing programs at the non-affiliated financial institution of your advisor.

### Q4. What sources does Ameriprise use to collect my personal information?

We collect information from:

- Your applications or other forms when you open an account, register for one of our products or services, or accept a promotional offer for a product or service offered by us or our affiliates
- Your transactions with us, affiliates, or other companies
- Consumer reporting agencies
- Voice recognition
- Third-party data providers

### Q5. What is an affiliate?

As listed in the privacy notice, affiliates are companies related by common ownership or control. They can be financial or nonfinancial companies. Our affiliates include:

- Companies with an Ameriprise, RiverSource, Columbia Threadneedle or American Enterprise name.
- Financial companies such as banks, broker-dealers, asset managers or insurance companies.

### Q6. What kind of information does Ameriprise share with its affiliates?

We may share contact information and general information about you & your transactions with our affiliates for their everyday business purposes.

You can limit the sharing of your information with our affiliates for marketing purposes and simultaneously prevent us from sharing information about your creditworthiness with our affiliates. For more information, see question 19.

We do not share health information that we collect from you or that we obtain from consumer investigation reports, except to underwrite or administer your insurance policy and related claims or to administer your annuity contract.

### Q7. What is a non-affiliate?

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

- Ameriprise does not share with non-affiliates
- AFIG shares data with non-affiliates, such as non-affiliate banks and credit unions that referred you as a client to our advisors who are affiliated with those financial institutions.
  - You can limit the sharing of your information with non-affiliates for marketing purposes For more information, see question 19.

**Q8. What information regarding my creditworthiness can I limit?**

Sharing your creditworthiness with service providers, who may or may not be affiliated with us, may be necessary to manage and service your account. You may limit the information we share with our affiliates for their everyday business purposes. However, you cannot limit the use of this information for our everyday business purposes.

**Q9. The Privacy Notice indicates you report to the credit bureaus. Which bureaus do you report to?**

Equifax, TransUnion, and Experian.

**Q10. If I am a trustee, fiduciary, attorney in fact, guardian, or conservator, do you still need to collect my personal information?**

Yes, under FINRA Rule 2090, firms must collect and retain specific information about fiduciaries (non-owners) that are authorized to transact on behalf of the account owner(s). This includes knowing the extent of the fiduciary's authority.

**Q11. If I have an ownership role on the account, can I update the privacy choice for others on the account? For example, as a custodian, can I update my grandchild's privacy choice?**

Your choices will apply individually. The preferred way to update privacy choices is to have each account holder select their own choice for:

- Affiliate Sharing call 1.800.297.8018 and enter your client ID.
- AFIG Non-Affiliate sharing call 1.866.273.7430 and enter your client ID.

**Q12. Does Ameriprise share my personal information with other companies outside of the Ameriprise Financial companies?**

Yes, we may share your personal information with companies in limited circumstances, such as:

- To help us process transactions for your account.
- To manage your account or perform other business functions on our behalf.
- To verify your identity.
- When disclosure is required or permitted by law.
- When we enter into a joint marketing agreement\* with another financial institution to provide financial products and services that we believe may benefit you.
- AFIG shares data with financial institutions, such as banks and credit unions, which referred you as a client to our advisors who are affiliated with those financial institutions.

**Q13. Does Ameriprise sell client lists or other client information?**

No, Ameriprise does not sell client lists or other client information.

## Voice recognition and client verification

**Q14. What is voice recognition verification?**

When you call our corporate office, we use voice recognition services from our fraud prevention partner to compare your voice to short voice samples collected from previous phone calls you have made to us. If your voice matches, you won't need to answer the additional security questions, which enables the service representative to help you with the purpose of your call more quickly.

**Q15. What happens if voice recognition is unsuccessful in verifying my identity (e.g., calling from speakerphone, background noise, bad phone connection, etc.)?**

Voice recognition is used to assist with detecting potential fraud and/or impersonation attempts but isn't our only method for verifying your identity. If we are unable to successfully match your voice, we may ask additional security questions to help verify your identity over the phone.

**Q16. What if I have concerns about my information being shared with your fraud prevention partner?**

Our fraud prevention partner has been fully vetted, and the information shared is only used to help verify your identity and detect potential fraudulent callers who may attempt to gain access to your accounts. For more information, you may also speak with your financial advisor or an Ameriprise customer service associate at 1.800.862.7919.

## Clients' privacy choices (opt out)

**Q17. What privacy choices do I have?**

As a client of Ameriprise, you can limit:

- What we share with our affiliates about your creditworthiness for their everyday business purposes.
- Our sharing of your personal information with our affiliates for marketing purposes.

**Q18. Which federal law gives consumers the right to limit some but not all sharing of information?**

**Where can I find more information about this?**

Protecting the privacy of consumer information held by "financial institutions" is at the heart of the financial privacy provisions of the Gramm-Leach-Bliley (GLB) Financial Modernization Act of 1999. The GLB Act requires companies to give consumers privacy notices that explain the institutions' information-sharing practices. In turn, consumers have the right to limit some — but not all — sharing of their information. For more information on the GLB Act, you can refer to the Federal Trade Commission website:

<https://www.ftc.gov/tips-advice/business-center/privacy-and-security/gramm-leach-bliley-act>.

**Q19. How do I limit data sharing?**

To limit sharing:

- Ameriprise clients call 1.800.297.8018, enter your client ID and make affiliate privacy opt-out elections.
- AFIG clients call 1.866.273.7430, enter your client ID and make affiliate and non-affiliate privacy opt-out elections.

If you choose to limit this sharing, your advisor may still use your personal information to contact you by phone or email to offer products and services they sell.

**Q20. What can I do to limit receipt of marketing email communications?**

If you wish to limit your receipt of marketing email communications, you can do so through two means, depending on your relationship:

- If you are a registered online user, the communications center on [ameriprise.com](http://ameriprise.com) allows you to limit email marketing or,
- Anyone can request to opt out of marketing through this [opt out](#) link which is also provided in our [cookie notice](#).

**Q21. Can my advisor limit my sharing on my behalf?**

No. You are required to call:

- Affiliate Sharing: 1.800.297.8018 and enter your client ID.
- AFIG Non-Affiliate sharing: 1.866.273.7430 and enter your client ID.

**Q22. Will any of the privacy choices eliminate all marketing from Ameriprise?**

You may continue to receive marketing materials from Ameriprise in order to service your existing relationship, which could include pre-printed marketing materials inserted in consolidated statements.

Advisors may still send you marketing offers. Advisors may also send you mail to provide you with service and account-related information.

**Q23. I've already opted out. Do I have to opt out again to continue to limit the sharing of my information?**

No — any privacy choices you made previously will remain in effect until revoked by you.

**Q24. How can I re-enroll in data sharing programs?**

Call the Client Service organization at 1.800.862.7919 and press 0 to speak to an operator.

**Q25. I can't remember if I opted out previously. How can I find out?**

Call 1.800.862.7919. Press 0 to speak to an operator. A service representative will tell you whether or not you have already opted out.

## For California residents only

**Q26. How do I submit a data access, data deletion, or data correction request?**

You may complete the online [Privacy Consumer Inquiry](#) or call 1.800.862.7919.

**Q27. Why must I provide additional information to submit the request?**

Ameriprise requires enough information to authenticate your identity accurately and securely. Your personal data will be used for the sole purpose of complying with your data request. When we verify who you are, we're ensuring that the person making the request is authorized to do so.

**Q28. What information will Ameriprise provide that relates to me?**

We will provide you with any categories of personal data that are within the limits defined by applicable law.

**Q29. What happens after I submit my request?**

You will receive an acknowledgement of your request within ten business days. We will begin searching for personal information responsive to your request.

**Q30. How long does it take to fulfill my request?**

You can expect to hear from us within 45 days from the date your request was received. In rare instances, you may receive a notification that your response is delayed up to an additional 45 days.

**Q31. Does Ameriprise sell or share my personal information?**

Ameriprise does not sell your personal information. We do, however, share your information from your visits to our website with marketing providers to market products to you on other websites - cross-contextual behavioral advertising.

**Q32. Do I have a right to request not to share my personal information?**

Yes, you have a right to request we not share your data for cross-contextual behavioral advertising. To do so, click the ["Do not Sell or Share My Personal Information"](#) link in the footer of the website. On the pop-up preferences screen, click the slider to opt-out of sharing for cross-contextual behavioral advertising. We can also accept and acknowledge a global signal from your browser or device.