

## DATA PRIVACY NOTICE FOR MEDIA CONTACTS

Last Update: August 18, 2023

This Privacy Notice explains how Bank of America (under legal entity Bank of America, N.A.) collects, uses, shares and protects personal data for distribution of market research materials and general interaction with the media.

This Privacy Notice is in addition to other privacy notices related to products and services that the bank provides to clients and individuals.

### **I. Personal Data We Collect**

Personal Data is information that identifies or relates to an identifiable individual. Please refer to [APPENDIX A](#) to see the Personal Data we may collect in relation to the distribution of market research materials and general interaction with the media.

### **II. How We Collect Personal Data**

You provide Personal Data to us in order to receive market research materials. We also receive Personal Data from third party service providers or obtain it through public sources where you have made it available for us to interact with members of the media. Please refer to [APPENDIX A](#) for additional information

### **III. Disclosure of Personal Data**

To the extent permitted by applicable law and as appropriate to achieve the purposes described in this Notice, Personal Data may be disclosed by the Company as follows:

Given the global nature of the Company's activities, the Company may (subject to applicable law) transmit Personal Data, to other Bank of America affiliates or operations located in other jurisdictions, including the United States or other jurisdictions where data protection laws may not provide an equivalent level of protection to the laws in the Media Contact's home jurisdiction.

The Company may disclose in accordance with applicable law relevant Personal Data to certain third parties in connection with the provision of services to the Company. Where the processing of Personal Data is delegated to a third party data processor, such as those listed in [Appendix A](#), the Company will delegate such processing in writing, will choose a data processor that provides sufficient guarantees with respect to technical and organizational security measures, such as data protection and information security requirements, governing the relevant processing and will ensure that the processor acts on the Company's behalf and under the Company's instructions.

Personal Data also may be disclosed, where permitted by applicable law, in connection with a corporate restructuring, sale, or assignment of assets, merger, divestiture, or other changes of the financial status of the Company or any of its subsidiary or affiliated companies. Personal Data also may be released, to protect the legitimate interests of the Company (unless this would prejudice the rights and freedoms or interests of the

Media Contact), or in the Company's judgement to comply with applicable legal or regulatory obligations and regulatory inquiries or requests subject to local law with respect of China.

#### **IV. Security**

The Company maintains appropriate technical and organizational measures designed to protect against unauthorised or unlawful processing of Personal Data and/or against accidental loss, alteration, disclosure or access, or accidental or unlawful destruction of or damage to Personal Data.

#### **V. Retention Period**

We will retain Personal Data for as long as it is needed or permitted in light of the purposes for which it was obtained. The criteria used to determine our retention periods include: (i) the length of time we have an ongoing relationship with you, (ii) whether there is a legal claim or complaint to which we are subject; and (iii) whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations, or a preservation order, subpoena or search warrant).

The appropriate retention period is determined on a case-by-case basis and will depend upon the length of time we need to keep your Personal Data for the purpose(s) for which it was collected. For instance, we may need to retain your Personal Data to provide our client(s) with services, to comply with a legal obligation to which we are subject or in situations where retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations). The retention period may vary between jurisdictions.

We keep information collected using Cookies in accordance with the [Cookie Policy](#) ;

#### **VI. Minors**

We do not solicit individuals under the age of eighteen (18) and we do not knowingly collect Personal Data from individuals under 18.

#### **VII. Jurisdiction Specific Clauses and Cross-Border Transfer**

Given the global nature of the Company's activities, the Company may transfer your Personal Data to countries located outside of the European Economic Area ("EEA"), the UK or Switzerland. With regards to transfers from the EEA, UK or Switzerland to other countries, we have put in place adequate measures, such as standard contractual clauses adopted by the European Commission to protect your information. Where necessary we added the UK SCC addendum (for transfers from UK) and/or additional clauses for Switzerland (for transfers from Switzerland). Media Contacts in the EEA, UK or Switzerland may obtain a copy of these measures by going to [https://commission.europa.eu/law/law-topic/data-protection\\_en](https://commission.europa.eu/law/law-topic/data-protection_en)

Where countries are considered adequate by the EU, UK and Switzerland respectively, we rely on this adequacy decision as a safeguard. Countries that are subject to an adequacy decision can be found on the links below.

For the EEA: [https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions\\_en](https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en)

For the UK: <https://www.gov.uk/government/publications/uk-approach-to-international-data-transfers/international-data-transfers-building-trust-delivering-growth-and-firing-up-innovation>

For Switzerland:

[https://www.edoeb.admin.ch/edoeb/en/home/datenschutz/arbeit\\_wirtschaft/datenuebermittlung\\_ausland.html](https://www.edoeb.admin.ch/edoeb/en/home/datenschutz/arbeit_wirtschaft/datenuebermittlung_ausland.html)

Individuals may also file a complaint with a supervisory authority competent for their relevant country or region. A list of data protection authorities in the EEA is available at: [http://ec.europa.eu/newsroom/article29/item-detail.cfm?item\\_id=612080](http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080). The data protection authority in the UK is the Information Commissioners Office (the ICO) and in Switzerland it's the Federal Data Protection and Information Commissioner (FDPIC).

## SWITZERLAND

Categories of third parties	Personal Data	Purpose of processing your Personal Data	Destination Countries
Media Relations Vendors	<ul style="list-style-type: none"><li>• <b>Personal Details:</b> Name</li><li>• <b>Professional Details:</b> Media affiliate name</li><li>• <b>Contact Information:</b> Postal address, Email address, Phone number</li></ul>	For use in providing research material, or engaging with media contacts	United States; United Kingdom

## VIII. Updates to this Privacy Notice

We may change this Privacy Notice from time to time. The "LAST UPDATED" legend at the top of the Privacy Notice indicates when it was last revised. Any changes will become effective when we post the revised Privacy Notice and will apply to the use of the market research materials and general interaction with the media.

## IX. How You Can Access, Change or Suppress your Personal Data

If you would like to request to review, correct, update, suppress, restrict or delete Personal Data that you have previously provided to us, or if you would like to request an electronic copy of your Personal Data for purposes of transmitting it to another company (to the extent this right of portability is provided to you by applicable law), you may contact us at [individualrightsrequests@bofa.com](mailto:individualrightsrequests@bofa.com).

In your request, please make clear what Personal Data you would like to have changed, whether you would like to have the Personal Data suppressed from our database or otherwise let us know what limitations you would like to put on our use of the Personal Data. For your protection, we may only implement requests with respect to the Personal Data associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion. There may also be residual information that will remain within our databases and other records, which will not be removed.

**X. Contacting Us**

If you have any questions about this Privacy Notice you may contact our media relations team at [pressroom@bofa.com](mailto:pressroom@bofa.com).

EMEA Region and Canada: [DPO@bofa.com](mailto:DPO@bofa.com)

Switzerland: [DPO@bofa.com](mailto:DPO@bofa.com)

[Nicole Busslinger-Roch](#)

STOCKERHOF  
 STOCKERSTRASSE 23  
 ZURICH, 8002 Switzerland

Individuals may also file a complaint with a supervisory authority for their relevant country or region.

**APPENDIX A**

The table below contains the purpose for which we may process your personal data, the types of processing activities that may take place and the category of personal information that would be used for such processing as well as the legal basis for the processing. More information is listed below the table about the personal information categories.

Purpose	Examples of Processing Activities	Personal Information Categories	Legal Basis
Media Relations	<ul style="list-style-type: none"> <li>To register to receive market research materials</li> <li>To interact as part of our routine media relations work.</li> </ul>	<ul style="list-style-type: none"> <li><b>Personal Details:</b> Name</li> <li><b>Professional Details:</b> Media affiliate name</li> <li><b>Contact Information:</b></li> </ul>	Consent <ul style="list-style-type: none"> <li>To obtain consent to use data for media relations activities</li> </ul>

	<ul style="list-style-type: none"> <li>• Audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements;</li> <li>• Determining the effectiveness of our market research; and</li> <li>• Operating and expanding our business activities, for example, understanding which parts of our services are of most interest to our users so we can focus our efforts on meeting our users' interests.</li> </ul>	Postal address, Email address, Phone number	Withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.
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**The Categories Of Unaffiliated Third Parties With Whom We May Share Personal Information**

Categories of third parties	Personal Data	Purpose of processing your Personal Data	Destination Countries
<b>Media Relations Vendors</b>	<ul style="list-style-type: none"> <li>• <b>Personal Details:</b> Name</li> <li>• <b>Professional Details:</b> Media affiliate name</li> <li>• <b>Contact Information:</b> Postal address, Email address, Phone number</li> </ul>	For use in providing research material, or engaging with media contacts	Globally where we have presence  <a href="#">Bank of America Locations</a>