# LinkedIn © Community Guidelines



You can learn about our company and career opportunities on our LinkedIn Company Pages: <u>Heartland Bank and Trust Company</u>\*

We encourage you to visit our company page today to see how we are connected and follow us for career news and official information about Heartland Bank.

Our company LinkedIn page is public, which means that anyone can see your comments and they may even show up in search-engine results (like on Google or Yahoo!). While we want to foster healthy discussion, we may occasionally remove comments that do not fit our company's community guidelines.

Because our company's LinkedIn page is a public page and anyone can participate, we cannot be responsible for views expressed other than our own.

We encourage everyone to:

- Stay on topic, use common courtesy, and be respectful of others.
- Submit your own original content and avoid content that you know to be fraudulent.
- Do not post someone else's copyrighted work unless you have permission.
- Never post personal, identifying, or confidential information

Please note that these pages are moderated by Heartland employees.

We will make every effort to respond in a timely manner; however, we cannot guarantee that we will reply to every comment.

# **Customer service inquiries**

If you are a Heartland Bank customer with a specific question about your Heartland Bank account, you can get help by:

- Contacting us at <u>Contact Us | Heartland Bank and Trust Company (hbtbank.com)</u>.
- Logging in to your Online Banking service.
- Calling us at 888-897-2276.
- Visiting one of our branch locations and speaking with a professional in person <u>Locations | Heartland Bank and</u> <u>Trust Company (hbtbank.com)</u>.
- Contacting us by clicking the Facebook Messenger "Message" button on our Facebook page, which you can access here\*.

For questions about Business:

 Contact us at <u>Business Loans | Heartland Bank and</u> <u>Trust Company (hbtbank.com)</u>

For questions about Wealth Management:

 Contact us at <u>Wealth Management | Heartland Bank</u> and <u>Trust Company (hbtbank.com)</u>

For questions about Mortgages:

Contact us at <u>Mortgage Loans | Heartland Bank and Trust Company (hbtbank.com)</u>

For questions about Ag Services:

 Contact us at <u>Agricultural Services | Heartland Bank</u> and <u>Trust Company (hbtbank.com)</u>

Heartland Bank has a presence in various social media/ social networking outlets and may occasionally identify and respond to customers seeking assistance with bankingrelated issues. In the event a customer receives such a communication from the bank regarding a service request or other need, the customer may be offered other Heartland Bank channels to help address those concerns as smoothly and effectively as possible.

Those are the basics. Our full policies are listed below.









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#### **Moderation policies**

Our company LinkedIn pages are moderated by Heartland Bank employees. All comments will be reviewed to ensure that they comply with our policies. We reserve the right to delete comments that we deem abusive, inflammatory, or otherwise inappropriate. Please note:

- Our LinkedIn page is a place for conversations between and among individuals and Heartland Bank and is not a substitute channel for services or general questions. Please visit <a href="https://
- Do not post or transmit material you do not have the right to post or transmit under law (such as copyright, trade secrets or securities) or due to your personal contractual or fiduciary relationships.
- Our LinkedIn page may not be used for the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.
- Our LinkedIn page is also not to be used to report
  phishing or criminal activity. Suspicious emails should
  be forwarded to <a href="https://hbtbank.com">hbt@hbtbank.com</a>. If you would like
  to make a report, please call 888-897-2276 and a
  Customer Care representative can assist you.
- Heartland Bank reserves the right to ban any user from our page without prior written notice or consent for violations of community policies. Any comment(s) posted which we deem to be criminal in nature, or that instigates or implies violence toward oneself, or another, may be reported to the proper authorities.

### **Media inquiries**

If you are a member of the media, please call 888-897-2276 for more information and for press contacts.

# Copyright and intellectual property policies

Please note the following copyright and intellectual property policies:

- Infringement on any party's copyright, patent, trademark, trade secret, intellectual property, or other proprietary rights, or right of publicity or privacy is strictly prohibited and is your sole responsibility.
- By submitting any comments to our LinkedIn page, you warrant and represent that you are the copyright owner of the content or that the copyright owner of the content has granted you permission to use such content consistent with the manner and purpose of your use.
- Using our company LinkedIn pages to distribute unauthorized copies of copyrighted material, including photos, artwork, text, recordings, designs, computer programs or derivative works of such programs is strictly prohibited and subject to removal.
- Please note that by posting comments, ideas, or any other content on our LinkedIn Company Pages, you are granting Heartland Bank nonexclusive, worldwide rights to republish, redistribute or otherwise use this content in perpetuity in any way we see fit. This includes, but is not limited to, marketing and advertising materials.

# \*Links to third-party sites

We may occasionally post links to third-party sites when we think you will find the information helpful. However, please note that this does not in any way constitute an official endorsement of the individual, website, or company. Heartland Bank is a large corporation with many advertising relationships. We will do our best to identify and disclose any relationships that Heartland Bank or its affiliates may have with an individual, website or company.

Please note that any URL coming from the domain "https://hbtbank.com" leads to an official Heartland Bank website.













#### Paid sponsors and sponsorships

Some linked third-party sites may contain content from sponsors or sponsorships paid for by Heartland Bank and/or its affiliates. These paid sponsors may disclose this relationship on their sites. Additionally, those paid sponsors' posts may contain the term "Paid Sponsor," indicating the paid nature of the relationship.

#### Company pages on LinkedIn

Our LinkedIn Company Page was created by LinkedIn. It is about Heartland Bank. This page is not endorsed by, or affiliated with, Heartland Bank.

For questions regarding LinkedIn company profiles, <u>contact</u> LinkedIn\*.

#### Privacy and security policies

With respect to content collected through LinkedIn, Heartland Bank follows LinkedIn's privacy policy, which can be accessed <a href="https://example.com/heartland">heartland</a> Bank's company LinkedIn page, when applicable, you are also subject to the terms and conditions of <a href="https://example.com/Heartland">Heartland</a> Bank's privacy policy and general terms of use, as well as LinkedIn's terms of service and privacy policy. To read LinkedIn's Terms of Service, <a href="please click here">please click here</a>\*. To protect your privacy and the privacy of others, please do not include personally identifiable information such as Social Security numbers, account numbers, phone numbers or email addresses in any comment or post. If you do include personally identifiable information in your comment, your comment or post may be deleted.

# **Heartland Bank and Trust Company**

"Heartland Bank" is the marketing name used by the Heartland Bank and Trust Company. Lending, other commercial banking activities, and trading in certain financial instruments are performed by banking affiliates of Heartland Bank. Member FDIC.







