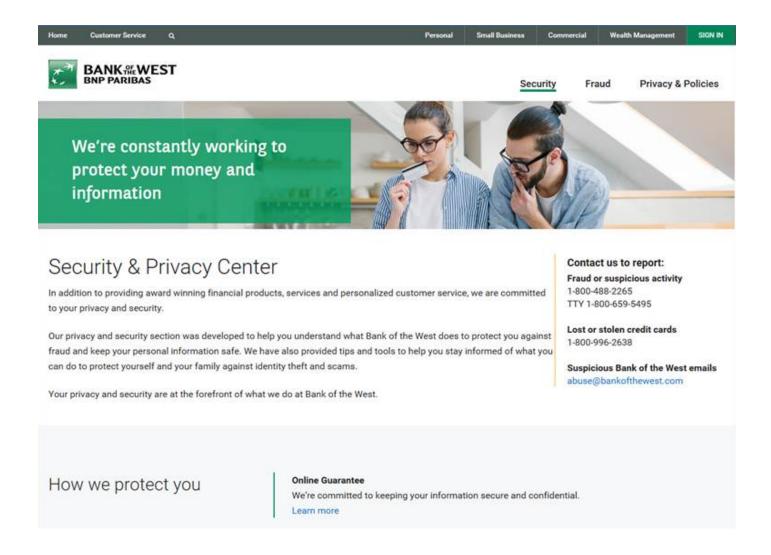
Bank of the West's new Security & Privacy Center is LIVE



More than 16.7 million consumers fell victim to identity theft or fraud in 2017, with the amount stolen totaling \$16.8 billion. While fraudsters grow more sophisticated, the industry has implemented a variety of tools that consumers can leverage to stay better informed and to ultimately stay better protected.

Today, more and more consumers are turning to their mobile devices for their everyday banking needs, driving the necessity for the redesigned <u>Security & Privacy Center</u> to be mobile-friendly.

As new types of fraud and identity theft threaten consumers, the updated content now includes current information on the latest scams, how they work, how we protect customers, and how customers can protect themselves. As well, the site's updated content

now follows industry standards for sharing of information regarding Online, Consumer Privacy, and other policies.

After trimming much of the original content and combining existing pages, the new site's content was reduced by over 54 percent, making it optimal for mobile devices.

In addition to improving the site's interaction with a mobile-focused user journey in mind, the redesign offered the opportunity to simplify the existing navigation, to move from the former 'legacy' page design, and to apply the new Bank of the West brand and web design to the entire site – including the Personal, Small Business and Commercial Security Center pages.

Chasity Seymour, Vice President, Cybersecurity explains, "The Security & Privacy Center is a resource for customers to understand how Bank of the West protects them and how the customer can protect themselves by recognizing red flags and reporting suspicious events."

Ms. Seymour continues, "Providing this valuable service will increase customer confidence in our commitment to privacy and security, and arm each of them with the tools to reduce the possibility of them becoming a victim."

As new types of fraud and identity theft appear, the site's content will be updated to include any global changes in fraud prevention in the financial sector.

The Security & Privacy Center relaunch would not have been possible without the contributions of these team members: Christine Beck, Anthony Hogan, Marlowe Beckley, Dan Owens, Luis Gutierrez, Bill Fanning, Billy Ho, Majid Qureshi, Kirk Copeland, Susan Orthwein, Kate Javandel, Bhavin Patel, Lanie Gomez, Mary Carr, David Pollino, Chasity Seymour, Lien Nguyen, Brenda Davidson, Eric Tant, Michael Cooper, Michael Janiga, Claire Carper, Ross Halverson, Meghan Schulz and Doug Kinsel.

The Security & Privacy Center relaunched in June 2018.