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*President and CEO*

February 21, 2013

The Honorable Blaine Luetkemeyer  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Representative Luetkemeyer:

On behalf of the 7,000 community banks represented by the Independent Community Bankers of America, I write to express our strong support for the Eliminate Privacy Notice Confusion Act (H.R. 749) which, as the bill's title implies, would eliminate confusing and purposeless privacy notices to the relief of consumers. This legislation is a key priority for ICBA and a provision of our Plan for Prosperity: A Regulatory Relief Agenda to Empower Local Communities.

Under the Gramm-Leach-Bliley Act, financial institutions are required to provide annual privacy notices to customers even when their policies have not changed. H.R. 749 would eliminate the annual privacy notice when no change in policy has occurred. Annual notices when no change in policy has occurred do not provide useful information to customers and are a nuisance and often a source of confusion to them. What's more, they represent an unproductive expense for financial institutions that could be better directed toward serving consumers.

ICBA supported this bill when you introduced it last year and it passed the House under suspension. We also supported it as a provision of the Communities First Act of the 112<sup>th</sup> Congress. We greatly appreciate you introducing it again in the 113<sup>th</sup> Congress and look forward to working with you to advance it.

Thank you for introducing H.R. 749 and for working on behalf of community banks and the customers and communities they serve.

Sincerely,

/s/

Camden R. Fine  
President and CEO