



February 22, 2010

Dear Massachusetts Producer:

Effective March 1, 2010, all persons that own, license, store or maintain personal information about a resident of Massachusetts will be required to meet certain standards for protecting paper and electronic records.

Personal information may include a resident's name in combination with Social Security number, drivers license number, state-issued identification card number, financial account number or credit card numbers.

Please review the enclosed documentation for specific requirements regarding your obligation for maintaining these records. Also, please sign the acknowledgment below and fax this back to EquiTrust before April 1st, 2010.

Thank you for your attention to this important matter.

Sincerely,

Jackie L. Ward
Director – Life Company Compliance
Phone: 877-249-3694

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Please sign & fax a copy of this to EquiTrust Life Insurance Company at (515)453-3362

I hereby certify by signing below that I have evaluated the attached Massachusetts 201 CMR 17.00 Compliance Checklist and the corresponding comprehensive security program components. I further certify that I and/or my organization am/is in compliance with the requirements of MA 201 CMR 17.00. I understand that it is my responsibility to ensure that I and/or my organization continue to meet the requirements of MA 201 CMR 17.00 and agree to take necessary steps to ensure such continued compliance.

By: _____

Name (print): _____

Title: _____

Date: _____