



CONTROL YOUR PEOPLES DEBIT CARD

You can choose alerts and protections to ensure your money is safe

You may not know how much control you have over your Peoples Debit Mastercard®. Our digital banking platforms provide settings that allow you to put precise controls on where, when, and how your card is used. Would you like to set your card so that it will not work at certain types of stores? It can do that. How about setting your card to block mail or phone order transactions? It can do that. Would you like to set spending limits either by transaction or monthly totals? It can do that, too.

Simply sign on to your account from the BankPeoples app, and then choose the checking account your Peoples debit card is associated with. Choose the card management option from the menu for your checking account. Or, on our desktop platform, look for the card management tile on the dashboard.

The card management menu provides a button that allows you to turn off and on your debit card associated with that checking account. It's an easy way to prevent unauthorized use of your card if you accidentally misplace it.

Another option on the card management menu is for setting alerts and protections. This menu allows you to block your card from being used at various types of businesses. You can choose by merchant type including department stores, entertainment, gas stations, grocery stores, and more. You can block transactions for each type of merchant, or you can set an alert any time your card is used at that type of

vendor. Let's suppose you have a college-age child and want to provide access to gas stations only. Simply block transactions at all other merchant types, leaving the gas stations option unblocked.

Another option for alerts and protections you can choose is for transaction types. You can block or set alerts for ATMs, eCommerce, in-store, mail/phone orders, and recurring types of transactions.

You can also set up spending limits and/or spending alerts. You can do this for each transaction you use your Peoples debit card, or you can set limits or alerts for monthly totals. Perhaps you are setting aside money every month for a new car and want to ensure you have enough for a down payment. Setting a monthly alert won't stop a transaction, but it might help you know when you are dipping into the funds you'd like to have set aside for that new car.

Finally, you can choose what type of notifications you want to receive for either blocked transactions or alerts you've set. The BankPeoples app can provide in-app messages, emails to the email associated with your account, or text messages to the phone number associated with your account.

Controlling your Peoples Debit Mastercard® is easy when you use the BankPeoples app. Want to learn more? Stop by your favorite Peoples location and talk to a personal banker about the BankPeoples app.

BOOK AN APPOINTMENT ONLINE

An easy and convenient way to meet with a Peoples banker.

Meeting with a banker at Peoples State Bank is easier than ever. You can set an appointment with many of our bankers with our "Book an Appointment" feature on our website and from our Facebook page.

"Book an Appointment" allows you to choose a specific day and time to meet with the following:

- personal banker
- mortgage banker
- commercial banker
- commercial deposit/treasury management banker

You can set an in person or virtual appointment to open accounts, apply for loans, or receive financial advice.

It's a safe, convenient way for you to reach out to a member of our banking team to set an appointment with them. And you can do it when you have the time, because we know your time is valuable, too.

PICTURED ABOVE

During the Olympics our employees had their own Office Olympics. Employees from all locations competed on teams for gold in a multitude of office-based events.

Making His Mark on Peoples State Bank

Get to Know: Bill Fish, Chairman of the Board of PSB Holdings, Inc.



Bill Fish is a man who is true to his word. In 1980, he and his brother were looking for financing to build a new McDonald's restaurant in Wausau. Other banks turned the two down. But they found a

welcome door at Peoples. As Bill tells it, when walking out of the bank with approval to move forward, he said to his brother, "We will never bank anywhere other than Peoples." More than forty years later, Fish remains a loyal customer.

Fish was so impressed with Peoples that he joined the board of directors fifteen years later and began purchasing Peoples stock. "As a director, you have some control of what happens with the bank. So, having a financial interest helps keep you focused on the operation and making good decisions."

Over the years, Fish has helped guide the bank as a director, ultimately becoming the chairman of the board in 2011. He's proud of the accomplishments along the way, including building a new bank to replace the aging home office on Wausau's Stewart Ave., new banks in Rhinelander and Eagle River, and expansion of the bank into multiple locations, including two bank locations in the Milwaukee metro. Fish is also proud of the bank's community involvement efforts and the hard work put in by many great employees over the years.

He points to the bank's recent milestone, hitting \$1 billion in assets in 2020, as one of the highlights of his term as chairman of the board. "There was a saying with the McDonald's corporation that 'none of us are as good as all of us.' That applies to the bank's board of directors, who are very active in looking for opportunities and guiding the bank's senior management team. It's truly a team effort of the board and senior managers because everyone offers their expertise to help guide the bank toward success."

"So much has changed over the years, especially with internet banking. But one thing that hasn't changed is how we approve loans. The loan officers have a committee that discusses all loans in-depth, making recommendations to the board's loan committee. The board can approve, deny, or request changes. It's a great system and helps keep the bank focused on providing to customers financing terms matched with their operational needs."

He draws upon his time as a McDonald's franchisee when thinking about the importance of working with a community bank. "I believe there's a need for a good community bank. Decisions are made right here, just like in 1980 when former bank president Charles Anderson met with my brother and me. We make local decisions on every loan application. You never know when a \$100,000 loan can turn into a successful company. Peoples will always support the community and help small businesses."

FACT VS. FICTION

Fiction:

Digital assets don't usually have cash value so it's not important to account for them in an estate plan.

Fact:

Today, the protection of digital assets is an essential part of estate planning. Most people own a wealth of digital assets, including online credentials to financial accounts, photos, videos, domain names, and email and social media accounts. Until recently, few laws helped determine who could access such assets if the user became incapacitated or died. To address this issue, the Uniform Law Commission created the Revised Uniform Fiduciary Access to Digital Assets Act (RUFADAA) in 2015. RUFADAA, which has been adopted by most states, provides a clear hierarchy of instructions that govern a fiduciary's access to digital files and accounts. But, ultimately, having a comprehensive estate plan is the best way to ensure that digital assets are distributed according to a decedent's intentions. To protect yourself and your legacy, make a list of digital assets and passwords for your heirs or executor and work with an attorney to be sure proper consent is granted.

Find more Financial Facts vs. Fiction at www.peoplesinvest.com

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Customer Experience Survey

Beginning October 1, our annual customer experience survey will be available online. We encourage you to take our survey to let us know how we are doing. Your responses will be used to ensure we are meeting service expectations and to identify areas we can improve. Responses will be collected until October 31

Please visit bankpeoples.com starting on October 1, to access the survey.



Protect Yourself from Financial Fraud

Headlines on newspaper, radio, TV, and other news websites pop up daily about some sort of fraud against a company or a person. It's a scary proposition for millions of Americans. There are criminals worldwide in a constant battle to gain access to your private information, whether that's your checking or savings account, your retirement account, your tax information, and the usernames and passwords of companies with which you do business.

It's one thing to know these criminals are out there. But what do you do about it? Here are some tips to keep in mind to help protect yourself, your family, or your business while on the internet:

- Think twice about sharing your information – Be cautious of calls or emails that request sensitive information like usernames or passwords, bank account numbers, or other personal data.
- Guard your online information – Maintain your computer's security software, update your browsers, and don't use your data like usernames and passwords on public computers or public WIFI networks. Using multi-factor authentication can also help make it harder for someone to steal your usernames and passwords. Multi-factor authentication uses multiple layers of security for your accounts. You may have also heard this called 2-factor authentication, which only uses two forms of authentication.
- Monitor your financial accounts – Check your accounts by logging in on your financial institution's digital banking platform or app to keep an eye on your balances. Peoples digital banking platforms offer the ability to set up alerts to notify you of transactions or changes in your account based on your preferences.
- Check your credit report – Review your credit report and number for suspicious activity. You can review your reports for free once a year at www.annualcreditreport.com.
- Shred sensitive documents – This is important to do with anything sent to you in the mail with your private information like account numbers, statements, and old records like outdated tax returns. E-statements through Peoples digital banking platforms allow you to access the statements online, anytime, and anywhere. And that means less shredding.
- Report anything suspicious – If you think you're a victim of identity theft or fraud, contact police or your local law enforcement. If you're a customer of Peoples State Bank and you think you've been frauded out of your money, contact the bank directly.

SAFEGUARD YOUR BUSINESS FROM FINANCIAL FRAUD



Cyber-crime increasing

Criminals have stepped up attempts to perpetrate fraud against companies through the **Automated Clearing House Network (ACH)**, which is used by banks, credit unions, and businesses to handle direct deposits, bill payments, and cash transfers. ACH provides the ability for businesses to handle financial transactions electronically, speeding up both payments and deposits.

A central Wisconsin company had its computer system compromised. A fraudulent ACH file was initiated to move funds to various bank accounts throughout the United States. By the time the company discovered the fraud and notified their bank, it was too late. It had been over 24 hours since the file was initiated and there was little that could be done to recover the funds. The company lost more than \$250,000 due to the fraudulent transactions.

How ACH fraud happens

ACH fraud, unfortunately, is easy to execute. The only thing a criminal would need to electronically debit your account would be the bank routing number and your business account number. The criminal could create an electronic file through the ACH Network debiting your account. If this transaction is not caught within 24 hours, it may not be able to be reversed.

More complex ACH fraud happens when criminals get you to open an email with a virus attached. The virus logs your keystrokes, looking for your usernames and passwords of your internet banking. Allowing them to access your account numbers and enabling them to transfer funds out of your business account.

What you can do

Peoples State Bank offers several options that businesses can use to help identify fraud more quickly, so losses are less.

A **block** is set to automatically stop all ACH debits out of your business account. No intervention is necessary once the service is set up.

A **filter** will allow only authorized ACH transactions to post to your account while excluding all others.

Positive Pay service is the most effective way to detect and minimize monetary losses associated with check fraud. Your business sends an electronic file of the issued checks that you've written. Peoples will only pay the items that match the criteria from the uploaded file.

For more information on ACH blocks and filters, positive pay and other fraud protection services for businesses, please contact our Treasury Management Department at 888.929.9902 or TreasuryManagement@bankpeoples.com.

SHOP LOCAL



TIMBER RIVER CUSTOM HOMES

Your new home, with each room as unique as you are, will include the special touches you desire. Imagine your specially designed kitchen, your spacious master bathroom. A living room created to accommodate and enhance your lifestyle. Your new home will include the latest amenities and proven energy saving features.

It all begins with a visit to the Timber River Custom Homes Design Center on their website.

Location, Phone & Website:

5503 Schofield Ave, Suite D, Weston, WI 54476

715.359.9767

www.timberriverhomes.com

Want to promote your business in PeoplesTalk?
Email us at etalk@bankpeoples.com



Police, Fire, and Sheriff Appreciation Cookout

A big thank you to everyone who came out to our Police, Fire, and Sheriff Appreciation Cookout. Thanks to your help we raised \$1465.00, which will be split between the Rhinelander Fire Department, Rhinelander Police Department, and the Oneida County Sherriff Department.



Police K9 Fundraiser

The K9 fundraiser at our Rhinelander location created a \$3,268 donation to the Rhinelander Police Department for their K9 unit. A special thank you to Casa Mexicana Rhinelander for cooking the food for this event.

CARAMEL APPLE CREAM CHEESE SPREAD

DIRECTIONS

Place cream cheese on a serving dish. If you'd like, shape into a round and indent in the center to hold more caramel. Pour as much caramel sauce as you want evenly over cream cheese. Sprinkle with a generous helping of toffee bits. Serve with sliced apples, pears, or pretzels.

Recipe by Amy Johnson on SheWearsManyHats.com

INGREDIENTS

- 8 ounces cream cheese
- 1/2 cup (or more) caramel sauce (homemade or store-bought)
- 1/2 cup (or more) toffee bits
- Sliced apples, pears, pretzels for serving (at least 4-5 apples)

