

FACTS**WHAT DOES FIRST FINANCIAL BANK DO WITH YOUR PERSONAL INFORMATION?****Why?**

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

1. Social Security number and income
2. Account balances and payment history
3. Credit history and credit scores

When you close your account, we continue to share information about you according to our policies.

How?

All financial companies need to share customers' personal information to run their everyday business – to process transactions, maintain customer accounts, and report to credit bureaus. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons First Financial Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does First Financial Bank share?	Can you limit this sharing?
For our everyday business purposes— such as to process your transactions, maintain your account(s), and report to credit bureaus	Yes	No
For our marketing purposes— to offer our products and services to you	Yes	Yes
For joint marketing with other financial companies	No	We don't share
For our affiliates' everyday business purposes— information about your transactions and experiences	No	We don't share
For our affiliates' everyday business purposes— information about your creditworthiness	No	We don't share
For our affiliates to market to you	Yes	Yes
For nonaffiliates to market to you	No	We don't share

To limit our sharing

Call **800-562-6896** our menu will prompt you through your choice(s)

Please note:

If you are a *new* customer, we can begin sharing your information [30] days from the date we sent this notice. When you are *no longer* our customer, we continue to share your information as described in this notice.

However, you can contact us at any time to limit our sharing.

Questions?

Call **800-562-6896** or go to **firstfinancialbank.com**

FACTS

WHAT DOES **FIRST FINANCIAL BANK** DO WITH YOUR PERSONAL INFORMATION?

What we do

How often does First Financial Bank notify me about their practices?

We must notify you about our sharing practices when you open an account and each year while you are a customer.

How does First Financial Bank protect my personal information?

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.

How does First Financial Bank collect my personal information?

We collect your personal information, for example, when you

1. Open an account
2. Apply for a loan
3. Use your credit or debit card

We also collect your personal information from others such as credit bureaus, affiliates, or other companies.

Why can't I limit all sharing?

Federal law gives you the right to limit only for

1. Affiliates' everyday business purposes—information about your creditworthiness
2. Affiliates to market to you
3. Nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing.

What happens when I limit sharing for an account I hold jointly with someone else?

Your choices will apply to everyone on your account.

Definitions

Everyday business purpose

The actions necessary by financial companies to run their business and manage their customer accounts, such as

- Processing transactions, mailing, and auditing services
- Providing information to credit bureaus
- Responding to court orders and legal investigations

Affiliates

Companies related by common ownership or control. They can be financial and nonfinancial companies.

FFB Affiliate – First Title Service, Inc. dba First Financial Insurance.

Nonaffiliates

Companies not related by common ownership or control. They can be financial and nonfinancial companies.

First Financial Bank does not share with nonaffiliates so they can market to you.

Joint Marketing

A formal agreement between nonaffiliated financial companies that together market financial products or services to you.

First Financial Bank does not jointly market.