

## ONLINE PRIVACY POLICY

First Priority Bank recognizes and respects how important personal privacy is to you. Because of our interest in protecting your privacy, we continue to examine the practices of our bank. First Priority Bank has adopted the following privacy policy, continuing in our commitment to provide quality service to you, our valued customer.

### **Respect of Right to Privacy**

First Priority Bank respects your right to privacy and takes every precaution to provide you with the same level of privacy within our virtual branch that you receive through more traditional bank delivery channels.

### **Collection and Use of Personal Information**

The collection of personal information online is designed to protect access to your personal accounts and to assist the bank in providing you with the products and services you want and need. All personal information collected and stored by the bank is used for specific business purposes to protect and administer your personal accounts and transactions, to comply with state and federal banking regulations, and to help the bank better understand your financial needs in order to design or improve our products and services.

### **Use of Cookies**

You may visit our website and find out about our products and services and read more about us without giving us any information about yourself. We may use software tools and/or "cookies" to gather information about site visitors' browsing activities in order to target areas for improvement. A "cookie" is information sent from a website to a visitors' computer while he or she is visiting the site. Information gathered may include date and time of visits, pages viewed, time spent at the site, browser types, Internet service provider, and the site visited just before and just after the First Priority Bank site. They are common to most major websites and do not harm your computer system. In addition, they do not read your hard drive nor can they be used to collect or reveal any personally identifiable information that you have not already supplied to us. You can disallow cookies by making the appropriate selection from your browser options. However, certain services through our Website may require cookies for effective delivery.

### **Children's Privacy Policy**

We recognize the importance of protecting children's identities and privacy online. Our website is not directed at children, and we do not knowingly collect or maintain personal information from children.

### **Maintenance of Accurate Information**

It is in the best interest of both you and the bank to maintain accurate records concerning your personal information. We have implemented procedures to help assure that our customers' financial information is accurate, current, and complete.

### **Limited Employee Access to Personal Information**

First Priority Bank limits employee access to your personal information to only those bank administrators with a business reason for knowing such information. First Priority Bank also educates all employees about the importance of confidentiality and customer privacy. In addition, individual user names and passwords are used by approved bank personnel to access your personal information online, providing audit trails to further safeguard the privacy of your personal information.

### **Third-Party Disclosure Restrictions**

First Priority Bank follows strict privacy procedures in regard to protecting your personal information. In addition, the bank requires all third parties with a business need to access this information to adhere to similar and equally stringent privacy policies. Personal information may be supplied to a third party in order to process a customer transaction; if the customer requests it; the disclosure is required or allowed by law (i.e. exchange of information with reputable reporting agencies, subpoena, or the investigation of fraudulent activity, etc.); or for marketing purposes of which the customer has been previously informed and has been given the opportunity to decline.

**Disclosure of Privacy Policies**

First Priority Bank is committed to ensuring the privacy of its customers' personal information. If you have any questions or for more information regarding the First Priority Bank Privacy Statement, contact us at (918)825-2121.