



FACTS

WHAT DOES FIRSTBANK 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:

- Social Security number and income
- account balances and payment history
- credit history and credit scores

How?

All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons FirstBank chooses to share; and whether you can limit this sharing.

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

To limit our sharing

- Call 1-800-413-4211 to notify us of your choice.
- 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 1-800-413-4211 or go to www.firstbankonline.com

Who we are	
Who is providing this notice?	FirstBank and family of companies that provide lending, investment, and insurance products and services; FirstBank, FB Financial Corporation, a financial holding company, FB Bank, Farmers State Bank, FirstBank Mortgage, FirstBank Investment Partners, Farmers Bank of Lynchburg, Consumer Direct, A Division of FirstBank, and FirstBank, successor by merger to The Franklin Synergy Bank.
What we do	
How does FirstBank 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 FirstBank collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> ■ open an account or apply for a loan ■ pay your bills or make deposits or withdrawals from your account ■ use your credit or debit card <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> ■ sharing for affiliates' everyday business purposes—information about your creditworthiness ■ affiliates from using your information to market to you ■ sharing for nonaffiliated to market to you
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	
Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> ■ <i>Our affiliates include; (i) FB Financial Corporation, a financial holding company, (ii) FirstBank Insurance, Inc., (iii) Investor's Title Company, Inc.</i>
Nonaffiliated	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> ■ <i>FirstBank does not share with nonaffiliated companies, except in the context of joint marketing with other financial companies.</i>
Joint marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> ■ <i>Our joint marketing partners include investment companies, insurance companies, and affinity financial service companies.</i>

FirstBank, Member FDIC.

Privacy Notice Last Revision Date: 8/12/2020