First Priority Bank

rev. 01/2011

FACTS

WHAT DOES FIRST PRIORITY 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:

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

When you are *no longer* our customer, we continue to share your information as described in this notice.

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 are permitted to share their customers' personal information;
- the reasons First Priority Bank chooses to share; and
- whether you, the customer, are able to limit this sharing

Reasons we can share your personal information	Does First Priority Bank 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	No	We don't share
For our affiliates' everyday business purposes -- information about your creditworthiness	No	We don't share
For nonaffiliates to market to you	No	We don't share

Questions? Call 610-280-7100 or go to www.fpbk.com

First Priority Bank

Who we are	
Who is providing this notice?	First Priority Bank

What we do	
How does First Priority 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. We may place cookies on your hard drive for security purposes and to facilitate site navigation. Cookies don't identify you personally and cannot obtain personal information stored on your computer.
How does First Priority Bank collect my personal information?	Examples of how we collect your personal information are when you: • open an account or deposit money • pay your bills or apply for a loan • use your debit card
Why can't I limit all sharing?	Federal law gives you the right to limit only: • sharing for affiliates' everyday business purposes -- information about your creditworthiness • affiliates from using your information to market to you • sharing for nonaffiliates to market to you State laws and individual companies may give you additional rights to limit sharing.

Definitions	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. • First Priority Bank is wholly owned by First Priority Financial Corp.
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. • First Priority Bank does not share information with nonaffilitates
Joint Marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you