

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

Rev. 10/2013

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 Transaction history - Account balances and Account transactions - Payment history and Checking account information	
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 HERITAGE FIRST BANK chooses to share; and whether you can limit this sharing.	
	Reasons we can share your personal information	Does HERITAGE FIRST BANK share?
	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
	For our marketing purposes-- to offer our products and services to you	Yes
	For joint marketing with other financial companies	No
	For our affiliates' everyday business purposes-- information about your transactions and experiences	Yes
	For our affiliates' everyday business purposes-- information about your creditworthiness	No
	For our affiliates to market to you	Yes
	For nonaffiliates to market to you	No
	Can you limit this sharing?	No
	Can you limit this sharing?	No
	Can you limit this sharing?	We don't share
	Can you limit this sharing?	No
	Can you limit this sharing?	We don't share
	Can you limit this sharing?	Yes
	Can you limit this sharing?	We don't share
To limit our sharing	- Mail the form below Please note: If you are a <i>new</i> customer, we can begin sharing your information 30 days from the date we provided or sent this notice. When you are <i>no longer</i> 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 706-232-5600 or go to www.heritagefirstbank.com	

Mail-in Form

If you have a joint account, your choice(s) will apply to everyone on your account unless you mark below.

Apply my choice(s) only to me

Mark any/all you want to limit:

Do not allow your affiliates to use my personal information to market to me.

Name	
Address	
City, State, Zip	
Last 4 Digits of SSN	

Mail to:
HERITAGE FIRST BANK
Attn: Deposit Operations
P.O. Box 5184
Rome, GA 30162-5184

What we do

How does HERITAGE FIRST 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 also maintain other physical, electronic, and procedural safeguards to protect this information and we limit access to information to those employees for whom access is appropriate.
How does HERITAGE FIRST BANK collect my personal information?	We collect your personal information, for example, when you - Open an account or Provide employment information - Apply for a loan or Show your driver's license - Make deposits or withdrawals from your account 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 - 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.
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account - unless you tell us otherwise

Definitions

Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. - <i>Our affiliates include financial companies, such as Heritage First Investments, Inc.</i>
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. - <i>HERITAGE FIRST BANK does not share with nonaffiliates so they can market to you.</i>
Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. - <i>HERITAGE FIRST BANK doesn't jointly market.</i>