

First Business

Privacy Policy

This policy is adopted in recognition that First Business Bank (First Business), which includes First Business Equipment Finance LLC and First Business Capital Corp., recognizes the importance of protecting the privacy of your personal information. **First Business Bank does not share any former or present client information with nonaffiliated third parties, except as permitted by law.** Because of our interest in protecting your privacy, we have adopted the following principles, continuing our commitment to you, our valued client:

REV. 09/2013

FACTS WHAT DOES FIRST BUSINESS BANK DO WITH YOUR PERSONAL INFORMATION?

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.

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

- What?
- Social Security number account balances
 - Assets and credit history
 - Transaction history and income

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 First Business Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does First Business 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	YES
For joint marketing with other financial companies	NO	We do not share
For our affiliates' everyday business purposes —information about your transactions and experiences	YES	YES
For our affiliates' everyday business purposes —information about your creditworthiness	YES	YES
For our affiliates to market to you	YES	YES
For our nonaffiliates to market to you	NO	We do not share

- To limit our sharing
- Call 608-238-8008
 - **Visit Us Online**
 - **Email Us**
 - **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 608-238-8008 or go to www.firstbusiness.com

Who we are

Who is providing this notice?

FIRST BUSINESS BANK

What we do

How does First Business 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 restrict access to your personal information to only those employees who need to know. We require all companies with whom we share your information to keep it confidential. We collect your personal information, for example, when you

How does First Business Bank collect my personal information?

- apply for a loan or give us your contact information
- make deposits or withdrawals from your account or open an account
- provide account information

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

we also collect your personal information from others, such as credit bureaus, affiliates, or other companies. Federal law gives you the right to limit only

Why can't I limit all sharing?

- 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.

Definitions

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

Affiliates

- Our affiliates include First Business Bank-Milwaukee.

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

Nonaffiliates

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

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

Joint marketing

- First Business Bank does not jointly market.



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[See All Locations »](#)

[First Business Financial Services](#) [First Business Bank - Madison](#) [First Business Bank - Milwaukee](#) [First Business Bank - Northeast](#) [First Business Trust &](#)

[Investments](#) [First Business Capital Corp.](#) [First Business Equipment Finance](#) [First Business Factors](#)

