

FACTS

WHAT DOES FIRST FINANCIAL 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: <ul style="list-style-type: none"> • Social Security number, name, address, email address, income and assets • Payment history and account balances • Credit history and creditworthiness
How?	All financial companies need to share personal information to run their everyday business. In the section below, we list the reasons financial companies can share their personal information; the reasons First Financial Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does first financial 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	YES	YES
For our affiliates' everyday business purposes - Information about your creditworthiness	YES	YES
For our affiliates to market to you	YES	YES
For nonaffiliates to market to you	NO	We do not share

To limit our sharing	<ul style="list-style-type: none"> • Call our Client Service Center at 877-322-9530 - our menu will prompt you through your choice(s); or • Write to us at First Financial Bank, Attn: Marketing, 255 E. Fifth Street, Suite 700, Cincinnati, OH 45202. Please provide your name, address, social security and account number(s). <p>Please note:</p> <p>If you are a <i>new</i> customer, we can begin sharing your information 30-days from the date we sent this notice. When you are <i>no longer</i> our customer, we continue to share your information as described in this notice.</p> <p>However, you can contact us at any time to limit our sharing.</p>
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Questions?	Call 877-322-9530 or go to www.bankatfirst.com/contact-us .
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Who we are	
Who is providing this notice?	First Financial Bank and its affiliates (please see below for List of Affiliates)
What we do	
How does First Financial 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.

<p>How does First Financial Bank Collect my personal information?</p>	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> • Open and account or apply for a loan • Pay your bills or make a deposit • Use your credit or debit card <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
<p>Why can't I limit all sharing?</p>	<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 nonaffiliates to market to you <p>State laws and individual companies may give you additional rights to limit sharing.</p>
<p>What happens when I limit sharing for an account I hold jointly with someone else?</p>	<p>If you have joint accounts, we will treat a request by one party to the account as applying to all parties to the account. The information sharing restriction request(s) will apply to accounts that each account holder has in his or her own name and any joint accounts the individual may be named on.</p>

Definitions

<p>Affiliates</p>	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p>
<p>Nonaffiliates</p>	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> • First Financial Bank does not share information with nonaffiliates so they can market to you.
<p>Joint marketing</p>	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> • Our joint marketing partners include, but may not be limited to insurance companies.

Other important information

First Financial Bank honors the National and Indiana do-not-call registries. From time to time we may call you about additional financial products and services that may be of interest to you. If you would prefer not to receive a call from us, please write to us at: First Financial Bank, Attn: CIF Department, 225 Pictoria Dr., Suite 600, Cincinnati, OH 45246, or call us at 877-322-9530. You will remain on the bank's Do Not Call list until you notify us otherwise.

List of Affiliates

<p>First Financial Bancorp First Financial Insurance, Inc. Irwin Reinsurance Corporation Irwin Commercial Finance Corporation First Financial Equipment Finance, LLC First Financial Collateral, Inc. (fka American State Advisory Group Corporation) First Franchise Capital Corporation (fka Irwin Franchise Capital Corporation)</p>	<p>First Financial Bank, N.A. Irwin Home Equity Corporation Irwin Mortgage Corporation Equipment Finance Irwin Commercial Finance Canada Corporation First Financial Insurance Indiana, Inc. (fka Irwin Union Insurance, Inc.)</p>
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