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Privacy Policy

Facts

WHAT DOES FIRST FLORIDA 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
- Account balances
- Payment history
- Credit history
- Mortgage rates and payments
- Wire transfer instructions

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 can share their customers' personal information; the reasons First Florida Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does First Florida 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	No	We don't share
For joint marketing with other financial companies	No	We don't share
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

What we do

EARN TRAVEL REWARDS
 & BONUS POINTS TOWARD NAME-BRAND MERCHANDISE
 WITH A FIRST FLORIDA BANK CREDIT CARD
[Earn Rewards Today](#)
 Earn Bonus Points *ScoreCard*

Lost or Stolen Credit Card?
[Report It Now](#)

How does First Florida 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 First Florida Bank collect my personal information?

We collect your personal information, for example, when you:

- Open an account or Show your driver's license
- Apply for a loan or Make a wire transfer
- Apply for financing

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 credit worthiness
- 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 Florida Bank has no affiliates.

Nonaffiliates

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

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

Joint Marketing

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

- First Florida Bank does not jointly market.

[Click here](#)
time only

Personal Banking Business Banking Joint Marketing Banking Tools

Checking First-E
 First Rate Checking-E
 First Rate Checking
 First Rate Money Market
 First Savings
 Online Banking
 CDs and IRAs
 Consumer Loans
 Credit Cards
 ATM/Debit Cards
 ScoreCard Rewards

Business First Checking-E
 Business First Analyzed Checking
 Business First Checking
 Business Money Market
 Business Savings
 Business Loans
 Business Services
 Business Credit Card
 ScoreCard Rewards (Business)

FHA
 VA
 Conventional
 Rural Housing
 Jumbo Loans
 Condo and Townhomes
 Construction/Perm Loans
 Forms Resource Center

Financial Calculators
 Report A Missing Card
 Secure File Upload
 Federal Tax Payments
 Change Orders
 Credit Card Sign On
 Glossary
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