

**FIRST FOUNDATION ADVISORS**

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**FIRST FOUNDATION BANK**

Trust | Banking

**FIRST FOUNDATION INSURANCE SERVICES**

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"Summer in the Sierras", 24" x 30", Charles Muenda, Private Collection

# Protecting Your Information

## Privacy Statement and Policy



Click here for a print version of First Foundation's Privacy Policy.

This privacy policy is effective as of July 1, 2013.

### FACTS

#### WHAT DOES FIRST FOUNDATION INC. 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
- Payment history
- Income
- Transaction history
- Account balances
- Investment experience

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

#### HOW?

All financial companies need to share clients' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their clients' personal information; the reason First Foundation Inc. chooses to share; and whether you can limit this sharing.

| Reasons we can share your personal information   | Does First Foundation Inc. share? | Can you limit this sharing? |
|--|-----------------------------------|-----------------------------|
| <b>For our everyday business purposes—</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus | Yes                               | No                          |
| <b>For our marketing purposes—</b> to offer our products and services to you   | Yes                               | No                          |
| <b>For joint marketing with other financial companies</b>  | No                                | We don't share              |
| <b>For our affiliates' everyday business purposes—</b> information about your transactions and experiences   | Yes                               | No                          |
| <b>For our affiliates' everyday business purposes—</b> information about your creditworthiness   | No                                | We don't share              |
| <b>For our affiliates to market to you</b>   | Yes                               | Yes                         |
| <b>For nonaffiliates to market to you</b>  | No                                | We don't share              |

#### To limit our sharing

- Call (888) 489-0188 - our menu will prompt you through your choice(s) or
- Record your preference on our online [privacy preference form](#)

#### Please note:

If you are a *new client*, we can begin sharing your information 30 days from the date we sent this notice. When you are *no longer* our client, 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 (888) 489-0188 or email us at [yourteam@ff-inc.com](mailto:yourteam@ff-inc.com)\*

#### Who we are

**Who is providing this notice?** The First Foundation Inc. family of companies, including First Foundation Bank and First Foundation Advisors.

#### What we do

**How does First Foundation Inc. 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.

**How does First Foundation Inc. collect my personal information?** We collect your personal information, for example, when you

- Open an account
- Provide account information
- Apply for a loan
- Give us your contact information
- Enter into an investment advisory contract

**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. See below for more on your rights under state law.

**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.

- *Our affiliates include:*
  - *Companies with a First Foundation Inc. name*
  - *Financial companies such as: First Foundation Advisors and First Foundation Bank.*

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

- *First Foundation Inc. 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 Foundation Inc. doesn't jointly market.*

#### Other important information

**California Residents**—In accordance with California law, we will not share information we collect about you with companies outside of First Foundation Inc., unless the law allows. For example, we may share information to service your accounts. We will share information we collect about you with our affiliates unless you tell us otherwise.

**Nevada Residents**— Nevada Statute Section 228.600(3) allows marketing calls to our existing customers listed on the National Do Not Call Registry. If you prefer not to receive marketing calls from us, you may be placed on our Internal Do Not Call list by writing to First Foundation Privacy Officer, 18101 Von Karman Ave., Suite 750, Irvine, CA 92612. For more information contact us at the address above, or email: [yourteam@ff-inc.com](mailto:yourteam@ff-inc.com), with "Nevada Annual Notice" in the subject line. You may also contact the Nevada Attorney General's office: Bureau of Consumer Protection Office of the Nevada Attorney General, 555 E. Washington Street, Suite 3900, Las Vegas, NV 89101 Phone: (702) 486-3132 Email: [BCPINFO@ag.state.nv.us](mailto:BCPINFO@ag.state.nv.us)\*

\* Please do not include personal account information (account numbers, social security numbers, etc.) or other confidential information in your e-mail message. In addition, e-mail messages will not serve as a sufficient method for any requirement imposed on you to provide written notice, nor may e-mail messages be used to place a stop payment on a check, cancel a bill payment, request account transfers, or report lost or stolen banking codes and/or cards.

**First Foundation, a Financial Institution since 1990, Provides Integrated Investment Management, Wealth Planning, Consulting, Trust and Banking Services.**

Investment Management | Wealth Planning | Consulting | Trust | Banking | Insurance

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