



## FACTS

# WHAT DOES FIRSTMERIT DO WITH YOUR PERSONAL INFORMATION?

Rev. 08/13

### 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 income
- account balances and payment history
- credit history and credit scores

### 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 FirstMerit chooses to share; and whether you can limit this sharing.

| Reasons we can share your personal information   | Does FirstMerit 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                    | Yes                         |
| <b>For joint marketing with other financial companies</b>  | Yes                    | Yes                         |
| <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   | Yes                    | Yes                         |
| <b>For our affiliates to market to you</b>   | Yes                    | Yes                         |
| <b>For nonaffiliates to market to you</b>  | Yes                    | Yes                         |

### To limit our sharing

Call 866-353-0020—our menu will prompt you through your choices.

#### 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 888-554-4362 or go to [www.firstmerit.com](http://www.firstmerit.com)



## Who we are

|                               |   |
|-------------------------------|---|
| Who is providing this notice? | FirstMerit and our affiliated companies |
|-------------------------------|---|

## What we do

|  |   |
|--|---|
| How does FirstMerit 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 FirstMerit collect my personal information?                               | <p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> <li>• open an account or deposit money</li> <li>• pay your bills or apply for a loan</li> <li>• use your credit or debit card</li> </ul> <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>   |
| Why can't I limit all sharing?   | <p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"> <li>• sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>• affiliates from using your information to market to you</li> <li>• sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p> |
| 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

|                 |   |
|-----------------|---|
| Affiliates      | <p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>• <i>Our affiliates include financial companies with the FirstMerit name, such as FirstMerit Bank, N. A., FirstMerit Mortgage Corporation and FirstMerit Insurance Group, Inc.; and other financial companies, such as Mobile Consultants, Inc.</i></li> </ul>                          |
| Nonaffiliates   | <p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>• <i>Nonaffiliates we share with can include companies such as mortgage companies, insurance companies, registered broker dealers that have entered into a networking arrangement with us, direct marketing companies, survey companies and nonprofit organizations.</i></li> </ul> |
| Joint marketing | <p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>• <i>Our joint marketing partners include companies such as credit card companies and insurance companies.</i></li> </ul>  |

## Other important information

*We also comply with applicable state law limitations on how we may share your personal information.*