

PRIVACY POLICY

YOUR RIGHT TO FINANCIAL PRIVACY FIRST NEBRASKA BANK

Date last revised and approved 11/2012

[Printable Privacy Policy](#)

FACTS WHAT DOES FIRST NEBRASKA 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 and income
- Account balances and checking account information
- Transaction history and credit history

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

Reasons we can share your personal information	Does First Nebraska 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	NO
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	NO

To limit our sharing Mail the form below

Please note: If you are a new customer, we can begin sharing your information 30 days from the

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 toll-free (800) 291-6657

Mail-in Form

If you have a joint account, your choice will apply to everyone on your account unless you mark below.
 Apply my choices only to me.

Mark any/all you want to limit:

- Do not share information about my creditworthiness with your affiliates for their everyday business purposes.
- Do not allow your affiliates to use my personal information to market to me.

Name _____
Address _____

City, State, Zip _____
Account #(s) _____

Mail to:
First Nebraska Bank
3225 23rd Street
P.O. Box 1277
Columbus, NE 68602-1277

Who we are

Who is providing this notice?

First Nebraska Bank

What we do

How does First Nebraska 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 Nebraska Bank collect my personal information?

We collect your personal information, for example, when you

- open an account or deposit money
- pay your bills or apply for a loan
- use your credit or debit card

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 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 - 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 common corporate identity of First Nebraska Bank; financial companies such as First Nebraska Bank Insurance Group, Inc.*

Nonaffiliates


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

- *First Nebraska 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.

- *Our joint marketing partners include insurance companies.*

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