First National
Est. 1870

Rev. 04/2015

Privacy and Affiliate Marketing Notice

FACTS	WHAT DOES FIRST NATIONAL BANK OF SANTA FE 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 Payment History • Credit History and Credit Score
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 National Bank of Santa Fe chooses to share, and whether you can limit this sharing.

Reasons we can share your personal information	Does First National Bank of Santa Fe 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 non-affiliates to market to you	No	We don't share

To limit our sharing	• Contact your Banking Representative • Call the Bank at 1.888.912.BANK • Mail the form below 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* a 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 a Banking Representative at 1.888.912.BANK

cut here

Mail-in form

Mark all that 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 National Bank of Santa Fe
1726 Hover Street
Longmont, CO 80501-9902

Who We Are	
Who is providing this notice?	First National Bank of Santa Fe, DBA First National Denver, First National Rio Grande, First National Santa Fe

What We Do	
How does First National Bank of Santa Fe protect my 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 National Santa Fe 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 non-affiliates 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.

Definitions	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. • *Our affiliates include: Strategic Growth Bank Inc.; Strategic Growth Bancorp Inc.; First National Bancorp Inc.; First Santa Fe Insurance Services, Inc.; Capital Bank, SSB; Strategic Lending Group; SG Capital Partners Inc.; and Marsh & Associates Inc.*
Non-Affiliates	Companies not related by common ownership or control. They can be financial or nonfinancial companies. • *First National Bank of Santa Fe does not share with non-affiliates so that they can market to you.*
Joint Marketing	A formal agreement between non-affiliated financial companies that together market financial products or services to you. • *Currently, we do not have any joint marketing agreements in place with any of our partners.*