



FACTS

WHAT DOES UNION FIRST MARKET 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 transaction history (with us, our affiliates, or others)
- credit history and payment 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 Union First Market Bank chooses to share; and whether you can limit this sharing.

| Reasons we can share your personal information | Does Union First Market 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 | We don't share |

To limit our sharing

- Call toll free 1-800-990-4828 – our menu will prompt you through your choice(s) **or**
- Visit us online: <http://www.bankatunion.com/home/support/disclosures/privacy>

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 toll free 1-800-990-4828

Who we are

Who is providing this notice?

This notice is being provided by Union First Market Bank, an affiliate of Union First Market Bankshares Corporation. Other Union First Market Bankshares affiliates include our mortgage companies, Union Mortgage Group, Inc., and Johnson Mortgage Company, LLC; our securities investment company, Union Investment Services, Inc., and our insurance company, Union Insurance Group, LLC.

What we do

How does Union First Market 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.

Our employees are bound by our Code of Business Conduct and Ehtics and policies when accessing your personal information.

How does Union first Market Bank collect my personal information?

We collect your personal information, for example, when you

- open an account or deposit money
- apply for a loan or pay your bills
- 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. 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.

Definitions

Affiliates

Companies related by common ownership or control. They can be financial and nonfinancial companies.

Our affiliates include financial companies such as our mortgage companies, our securities investment company, and our insurance company.

Nonaffiliates

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

Nonaffiliates we share with can include government entities, credit bureaus, software developers, service providers, companies that provide marketing services on our behalf, and consulting firms.

Joint marketing

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

Our joint marketing partners include other financial organizations such as financial product or service companies that may provide products or services not offered by us.

Other important information

* You may have other privacy protections under some state laws. We will comply with all applicable state laws as to information about you, including medical information.