FACTS

WHAT DOES FIRST PREMIER BANK DO WITH YOUR PERSONAL INFORMATION?

First PREMIER Bank
Member FDIC

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 reason First PREMIER Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does First PREMIER 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	**Yes**	**Yes**

To limit our sharing

- **Call 1-877-635-2568**

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 **1-800-987-5521**

Who we are	
Who is providing this notice?	First PREMIER Bank PREMIER Bankcard, LLC PREMIER NEVADA, LLC

What we do	
How does First PREMIER 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.
How does First PREMIER Bank collect my personal information?	We collect your personal information, for example, when you ▪ open an account or give us your income information ▪ give us your contact information or provide account information ▪ 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 First PREMIER Bank, PREMIER BANKCARD, LLC, PREMIER NEVADA, LLC, PREMIER Service Center, LLC, Rushmore Service Center, LLC, and United National Corporation.*
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. ▪ *Nonaffiliates we share with can include insurance companies, credit monitoring companies, membership clubs, and other retailers.*
Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. ▪ *Our joint marketing partners include various types of financial companies such as insurance companies and other credit providers.*

Other important information

CA Residents: We will not share information we collect about you with nonaffiliates, except as permitted by law. For example, we may share information with your consent, to service your account, or under joint marketing agreements with other financial companies. We will limit sharing among our affiliates to the extent required by California law.

NV Residents: We may contact existing customers by telephone to offer additional financial products. You have the right to opt out of these calls by adding your name to our internal do-not-call list. To opt out of these calls, or for more information about your opt out rights, please contact us by calling 1-877-635-2568. In addition to contacting us, Nevada residents may contact the Nevada Attorney General for more information about your opt out rights by calling 702-486-3132, emailing bcpinfo@ag.state.nv.us, or by writing to: Office of the Attorney General, Nevada Department of Justice, Bureau of Consumer Protection, 100 North Carson Street, Carson City, NV 89701-4717.

VT Residents: We will not share information we collect about Vermont residents with nonaffiliates, unless the law allows. For example, we may share information with your consent, to service your account, or under joint marketing agreements with other financial companies. We will not share information about your creditworthiness with our affiliates except with your consent, but we may share information about our transactions or experiences with you among our affiliates without your consent.