

CALIFORNIA CONSUMER PRIVACY ACT NOTICE AT COLLECTION

The California Consumer Privacy Act (CCPA) requires First Foundation Inc. (First Foundation, First Foundation Advisors and First Foundation Bank) to notify you of the personal information we collect for consumers who reside in California. For additional information about how we collect, use and share your personal information please see our [CCPA Privacy Policy](#).

We want you to understand what information we collect and how we use it.

CATEGORY	EXAMPLES	PURPOSE
IDENTIFIERS	Real name, postal address, Social Security number, online identifier, driver license number, among others	For due course of business purposes such as opening an account or applying for a loan, to maintain your account(s) and respond to your requests. Your information may also be shared with the service providers we utilize to operate our financial products. Your information may also be shared with law enforcement (when required) as well as for use by our external auditors and governmental regulatory examiners.
Personal Information described in the California Customer Records statute (1798.80(e))	A name, signature, telephone number, passport number, bank account number, insurance policy number, education, credit card number.	For due course of business purposes such as opening an account or applying for a loan, to maintain your account(s) and respond to your requests. Your information may also be shared with the service providers we utilize to operate our financial products. Your information may also be shared with law enforcement (when required) as well as for use by our external auditors and governmental regulatory examiners.
Protected classification characteristics under California or Federal Law	Age, race, citizenship, marital status, sex, veteran or military status.	To service your account, respond to your requests and others, as required and permitted by law.
Commercial information	Records of personal property, products or services purchased, obtained or considered.	For due course of business purposes such as opening an account or applying for a loan, to maintain your account(s) and respond to your requests. Your information may also be shared with the service providers we utilize to operate our financial products. Your information may also be shared with law enforcement (when required) as well as for use by our external auditors and governmental regulatory examiners.
Biometric Information	Fingerprints, voiceprint	To verify identification, detect security incidents, identification purposes in order

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		to service your bank accounts, and limit losses due to fraud.
Internet or other similar network activity	Search history, browsing history, information on a consumer's activity with our website and our online services such as the online banking platform. Mobile device settings and identifiers.	To assist in identifying potential products and or services that may be of interest that we offer. Data may also be used to conduct audits or to comply with regulatory requirements, investigate malware and/or hacking attempts, diagnostics and performance.

Last Updated 1/20/2021