



Online Privacy Policy

This Online Privacy Policy applies to Primis online property and describes how our sites may collect, use and share information from or about our account holders and site visitors. Primis will use and share any information collected from or about you in accordance with the Primis Privacy Policy. Additional information related to our Online and Mobile Banking privacy practices can be found in the footer of these sites under Notices and Disclosures. By using Primis sites, you agree to the terms and conditions of this policy.

SECURITY OF PERSONAL INFORMATION

Primis security measures comply with applicable federal and state laws in an effort to protect your personal information from unauthorized use. Review the Primis Privacy Policy for additional information.

WHAT PRIMIS COLLECTS, USES AND SHARES

Collection: Primis collects data which may be considered to be personally identifiable information (PII) and non-identifiable data:

- Personally Identifiable Information is used on its own to identify, locate or contact a single person. This information can be collected through what you may submit through forms, surveys, applications or other online fields. This information may include, but is not limited to, name, address (postal and email) and phone numbers.
- Non-Identifiable Data is considered to not reveal specific details related to your identify. Non-identifying information is also referred to as “other information”. Examples of this type of information includes, but is not limited to, browser type, pages visited, duration of visit, information collected through cookies and any other identifiable information provided by you such as birthdate, preferences, interests and household income. Along with our third-party service providers, we may collect and use other information in a variety of ways including, but not limited to:
 - Through browsers or devices – collected details such as device type, screen resolution, operating system and internet browser type and version. This information is used to ensure our sites function properly and for fraud detection, prevention and security.
 - Using cookies – small pieces of data downloaded to your computer or device when you visit a site, cookies send data back to the Primis sites so that we can identify you, customize your experience on the sites, give you access to certain features, improve your browsing experience and support security. Examples of the analytical data collected include time spent on sites, pages visited and browser type. Cookies are also used for advertising purposes as outlined in this policy. If you wish us not to collect cookies, refer to individual browsers for their process in removing cookies from your computer or device.
 - Other technologies such as pixel tags, web beacons and clear GIFs – used to measure the effectiveness of marketing campaigns, administer advertising, resolve account holders’ questions about our sites, gather usage and response rate statistics, monitor communication success, personalize online and offline experiences and detect or prevent fraud. These technologies may be used in connection with other sites, mobile applications and email messages.

- IP Address/Mobile IDs – an IP address is a unique number automatically assigned by your internet service provider to every computer and mobile device. We may collect this information to identify issues and tailor your advertising experience.
- Third-Party Plug-Ins and Widgets – may be used by our sites and therefore may give us the ability to access some information about your user behavior. Examples of these plug-ins and widgets would be that which allows us to share content on other websites (i.e. social media channels) or that which could help us protect the security of our sites from online threats such as viruses and hacking. Visit the individual third-party sites for complete details regarding the information they collect and how they use it.

Usage: Primis may use information collected through Primis sites in order to do any of, but not limited to, the following:

1. Respond directly to questions or inquiries.
2. Provide policy, procedure and account updates.
3. Deliver tailored advertising, communication, surveys or offers to you.
4. Personalize site interactions and experiences.
5. Allow access to planning tools and calculators.
6. Analyze, audit, develop and improve products and services.
7. Enhance sites.
8. Identify trends and effectiveness of promotional campaigns.
9. Detection of fraud, security enhancement and risk management.
10. Utilization of features within our site that require contact information or geo-location.

Sharing: Reference the Primis Privacy Policy for details on how personal information may be shared and how you may be able to limit certain types of information shared.

ADVERTISING

Information Primis collects, such as general preferences, user behavior and other user attributes, is used to create informed advertising and marketing strategies and determine its effectiveness. Advertising may include:

- Online Behavioral Advertising
 - Certain information about your user behavior will help us determine advertisements that may be most interesting to you. This information may be used for online and off-line advertising, such as direct mail, email, social media, display and behavioral ads.
 - If you prefer not to receive tailored online and offline content and advertising based on the behavioral information available, you may opt out of online behavioral advertising through your personal privacy settings. If you opt out, you may still receive untailored advertising from Primis.
- Advertising on Third-Party Sites and Mobile Applications
 - Primis contracts with advertising companies to advertise our products and services on sites and mobile applications (apps) not associated with Primis.
 - Primis may share some of the information you provide to us to these third-party sites so that they can tailor the ads served to you.
 - Some of our online behavioral advertising may be served using data collected by third-party providers. Ads served on behalf of third-party providers will not contain unencrypted personal information and these companies are only given limited use of the information provided.
 - These third-party sites and apps are not subject by the Primis Privacy Policy and you should refer to these individual privacy policies and opt-out policies.
- Relationship-based Advertising

- General information about your relationship with Primis may be used to determine the advertisements or offers we present to you.
- Email Direct Marketing
 - General information about your relationship with Primis and certain information about your user behavior will be used to determine marketing offers sent to you via email.
 - If you prefer not to receive marketing offers via email, opt-out of these solicitations by clicking on the “opt out” button at the bottom of a Primis email.

OTHER INFORMATION

Linking to Third-Party Sites: From time to time, we may provide you with links to third-party sites, which are not controlled by Primis. If you choose to visit these sites, review and understand the site’s individual privacy policies, terms and conditions. Primis does not guarantee or accept responsibility for the privacy and security of these third-party sites.

Social Media Sites: Primis operates various social media channels including, but not limited to, Facebook®, Twitter®, YouTube®, Instagram®, LinkedIn® and TikTok®. Any content users post on an official Primis manage social page, such as pictures, information, opinions or personal information, is subject to the terms of use and privacy policies for the respective social platform. Understand your rights and obligations regarding this content by reviewing the social channel’s individual privacy policies, terms and conditions. When engaging with a Primis social channel, you are subject to the Primis Privacy Policy and Social Media Policy.

Protecting Children’s Online Privacy: Primis does not knowingly collect information from children under the age of 13 without parental consent. Primis sites are not directed towards children under the age of 13. Children under the age of 13 should not provide personal information through Primis sites. For more information about the Children’s Online Privacy Protection Act (COPPA) visit the Federal Trade Commission’s website.