Our Privacy Commitment to You – Effective April 1, 2011

We recognize, respect and protect the personal privacy rights of all our clients. We realize that our clients entrust us with personal information and it is our policy to maintain our clients' information in a confidential manner. We are committed to providing the highest level of security and privacy regarding the collection and use of our clients' personal information, as well as personal information of all clients who visit our bank and its website.

Confidentiality and Security of Personal Information

We restrict access to personal information about you to those employees who need to know that information to provide products and services to you. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your personal information.

Personal Information We Collect

We collect personal information about you from the following sources:

1. Information we receive from you on applications or other forms
2. Information about your transactions with us or others
3. Information we receive from a consumer reporting agency

If you send us an e-mail message or an inquiry through our website, the information you send (including your e-mail address and other identifying information in the message header) will be forwarded to the appropriate employee within our bank for response. We use the information you send us to respond to your requests, and we will maintain customary records of any resulting banking transactions. We may retain any messages or information you send us for reference in connection with current or future inquiries and transactions, for internal administrative purposes (including data backup) and, in some instances, to fulfill legal requirements.

Personal Information We Disclose

We do not disclose nor do we reserve the right to disclose, any personal information about our clients or former clients to anyone, except to other non-affiliated third parties as permitted by law.

We may disclose information we collect, as described above, to companies that perform marketing services on our behalf for the marketing of our own bank products and services to you.

Notify Us of Inaccurate Information We Report To Consumer Reporting Agencies

Please notify us if we report any inaccurate information about your account(s) to a consumer reporting agency. Your written notice describing the specific inaccuracy should be sent to us at the following address: The Private Bank of California, 10100 Santa Monica Blvd. Suite 2500, Los Angeles, Ca. 90067, attention: Compliance Officer.

Effective Date and Changes to this Policy

The above information represents the Bank's Privacy Policies Statement effective as of the date at the beginning of this Statement. We reserve the right to change these privacy policies, along with related provisions, at any time. If we change this policy, a new effective date will be shown and the changes will be displayed in bold type for at least 90 days after the effective date of the change.

Closed Accounts

If you decide to close your account(s) or become an inactive customer, we will continue to adhere to the privacy policies and practices as described in this privacy policy statement.