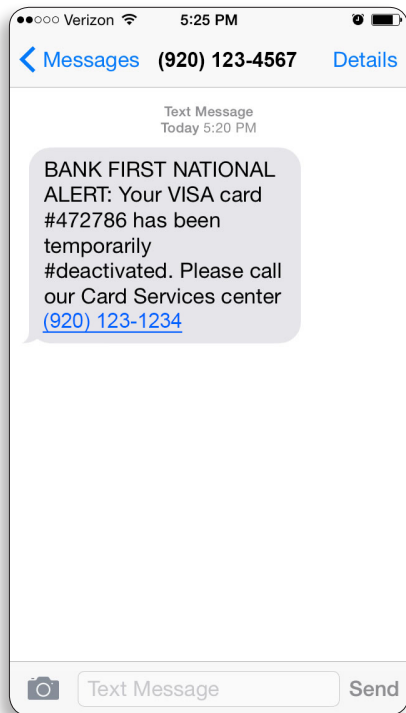




## Be extra vigilant in protecting your financial information this holiday season

The holidays are fast approaching, which means scammers have ramped up their efforts to try and obtain your financial information. This is an ideal time of year for them because they know how important it is for you to have access to your accounts for your holiday shopping. Causing a panic alert that your account has been compromised sometimes works in getting you to respond and ultimately divulging your account information. Don't let that happen to you!

In addition to the traditional email and phone call phishing attempts, cyber criminals have evolved to sending text alerts to consumers. For example, a false text alert recently received from a non-Bank First customer looked like this:



A few tips to protect yourself:

**Do not respond to direct links in emails, text messages or phone calls.** Instead, contact your local Bank First office directly. Phone numbers are listed on the Locations tab on our web site. Remember, we will never contact you and ask for your account information.

**Delete email and text messages that ask you to confirm or provide personal information** (credit card and bank account numbers, Social Security numbers, passwords, etc.). Companies don't ask for this information via email or text.

**Be cautious of alerts received in the mail.** Again, scammers can easily create a false alert and ask that you call them with your account information. Again, confirm that the number you are calling is legitimate before responding.

**Monitor your accounts frequently.** An easy way to do so is with our Internet Banking or our goBank mobile app. Watch for unauthorized transactions and contact us immediately if you see anything suspicious.

And remember, phishing and other online scams aren't just limited to emails. They're also prevalent on social networking sites. Be sure to remove suspicious online ads, status updates, tweets and other posts.

Bank First main office phone number: **(920) 652-3100**

To report lost or stolen Debit/ATM card after normal banking hours, call 1-800-554-8969.