

Privacy Policy

Pennfirst Mortgages Co. DBA Lucid Lending (referred to in this document as PFM) is bound to protect the privacy of its clients and their clients. It is committed to protect its financial partners as well as all consumers (past/present) it ever has contact with by guarding all private, personal and proprietary information that it may be entrusted with or come into contact and control of.

Information Received

PFM, in the course of business, is provided personal information by consumers and business partners. Examples include but are not limited to:

- Loan files
- Credit statements
- Tax Statements
- Personal financial statements
- Legal records
- Banking correspondence

PFM, in the performance of its duties may also collect personal information from others such as credit unions, insurance companies and tax assessors.

Purpose of Collected Information

Information is collected only for the purpose of doing business and assuring the highest quality and accuracy of service to each of PFM clients (members, credit unions, etc.). The information is used to originate loans as well as provide accountings to financial partners/investors as well as meet regulatory and legal requirements Federal law gives consumers the right to limit some but not all sharing of personal information.

Federal law also requires disclosure of how personal information is obtained, shared and used.

Types of Personal Information Collected can include (but not necessarily be limited to):

- Loan information
- Social Security

- Tax and Insurance
- Lien and legal action
- Banking information and credit history
- Legal documents

When a client is no longer actively working with PFM retained information may still be shared with third parties. This is under rare circumstances.

Sharing of Information With Third Parties

PFM may be required to share client information with a third party. An example would be a legal investigation, tax/insurance issues, audits, transfer to another brokerage, credit union service inquirer.

PFM may share personal information during the process of an origination, respond to court orders and legal investigations. This information cannot be limited by the client. PFM does not share information for marketing purposes with third parties.

If a client believes that PFM has provided inaccurate information to a credit bureau (or an entity with a right to the client's information), the client should contact PFM in writing with pertinent information at: Pennfirst Mortgages Co. DBA Lucid Lending, 20 Battery Park Avenue, Suite 615, Asheville NC 28801. They may also call during normal business hours: 828-571-0219.

How Is Personal Information Protected

To protect client information from unauthorized access and use, PFM uses security measures that comply with Federal Law. These measures include computer safeguards, secured files, a secured facility and enforced employee policies and procedures designed to guard sensitive, private information.