



PRIVACY POLICY

Our Privacy Commitment

trueNorth Wealth Advisors is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us. We collect personal information in the normal course of business to better manage and serve you. We use the personal information to fulfill regulatory and audit obligations and to help us deliver the best possible client service. We do not sell your personal information to anyone; this applies even if you are no longer a client. Our policy with respect to your personal information is listed below.

Personal Information That We Collect, Maintain, and Communicate

We collect personal information so we can provide investment management and financial planning services to you. The types and categories of information we collect and maintain can include:

- Information we receive from you to open an Account. The information we collect may include your name, address, phone number, e-mail address, social security number, and information about your interests, investments, financial goals and investment experience.
- Once you open an Account with us, personal information is collected and maintained about your transaction history, positions, and account balances. We may include your name and other data in internal databases and lists that reflect your activities with us.
- Information provided by you on your personal financial profile such as the data gathering worksheets, documents, and discussions.

In order for us to provide investment management and financial planning services to you, in very limited instances, we may disclose personal information to third parties. Outside of these limited instances, we will not share personal information with third parties unless the you specifically request us to do so:

- We disclose personal information to companies that help us process or service your transactions or Account(s), including, but not limited to the Custodian, data aggregation software, customer management software, etc. We have contracts with these companies that prohibit them from using personal information for their own purposes.
- We may disclose or report personal information in limited circumstances where we believe in good faith that disclosure is required or permitted under law, for example: to cooperate with regulatory or law enforcement authorities, to resolve consumer disputes, to perform credit/authentication checks, or for institutional risk control.

How We Protect Your Personal Information

To fulfill our privacy commitment, we have established practices to safeguard the information that we maintain about you. These include:

- Companies we have hired to provide support services are not allowed to use personal information for their own purposes. We limit their use of personal information to performance of the specific service we have requested.
- We restrict access to personal information to employees and agents for business purposes only.
- All employees are trained and required to safeguard such information.
- We maintain physical, electronic, and procedural safeguards for personal information.

We continue to evaluate our efforts to protect personal information and make every effort to keep personal information accurate and up-to date. If you identify any inaccuracy in your personal information, or need to make a change to that information, you should contact us. If, at any time in the future, it is necessary to disclose your personal information in a way that is inconsistent with this policy, advance notice of the proposed change will be provided to you, so that you can opt out of such information sharing. If you have any questions or concerns about your personal information, you may contact us at 206-652-4314.