



PRIVACY POLICY

Our Privacy Commitment

trueNorth Financial Services, LLC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us. We will not disclose any information about you unless we have your approval, the law requires it or we have to release information to defend ourselves in a matter of dispute. 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 financial planning and investment management services to you. The types and categories of information we collect and maintain can include:

- Information provided by you on your personal financial profile (such as the data gathering worksheets, documents, and discussions);
- Information we receive from you to open an account or provide investment management services to you (such as date of birth, social security number, address, and telephone number);
- Information about your transactions with us, or others to service your account (such as trade record sheets and account statements);
- Information that we receive from third parties with respect to your account (such as trade confirmations from brokerage firms).

In order for us to provide financial planning and investment management services to you, we may disclose personal information that we collect and maintain in very limited instances, which can include:

- Disclosures that are authorized or requested by you (for example, information such as age or health conditions to receive an insurance quote);
- Disclosures that are required by law (for example to cooperate with regulators or law enforcement authorities);
- Disclosures to companies as otherwise permitted by law, including those necessary to service your account (such as providing account information to custodians).

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:

- Maintaining physical, electronic and procedural safeguards to guard your personal information;
- Limiting access to personal information to employees and third parties that are necessary or appropriate to provide services to you;
- Requiring third parties that perform services for us to agree by contract to keep your information strictly confidential.

Personally identifiable information about you will be maintained during the time you are a client, and for the required time thereafter that such records are required to be maintained by federal and/or state securities laws.