



THE PROFESSIONAL FINANCIAL COMPANY LLC

GENERAL PRIVACY POLICY

Investment advisers are required by law to inform their clients of their policies regarding privacy of client information. We are bound by professional standards of confidentiality that are even more stringent than those required by law. Federal law gives the customer the right to limit some but not all sharing of personal information. It also requires us to tell you how we collect, share, and protect your personal information.

TYPES OF NONPUBLIC PERSONAL INFORMATION (NPI) WE COLLECT

We collect nonpublic personal information about you that is either provided to us by you or obtained by us with your authorization. This can include but is not limited to your Social Security Number, Date of Birth, Banking Information, Financial Account Numbers and/or Balances, Sources of Income, and Credit Card Numbers or Information. When you are no longer our customer, we may continue to share your information only as described in this notice.

PARTIES TO WHOM WE DISCLOSE INFORMATION

All Investment Advisers may need to share personal information to run their everyday business. In the section below, we list the ways that we share your personal information:

- For everyday business purposes – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus;
- For our marketing – to offer our products and services to you;

If you are a new client we may begin sharing your information on the day you sign our agreement. When you are no longer our client, we may continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.

PROTECTING CONFIDENTIALITY OF CURRENT AND FORMER CLIENT INFORMATION

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law, including computer safeguards and secured files and building.

OPTING OUT – FEDERAL & STATE LAW ALLOWS YOU TO LIMIT SHARING

Federal law allows you the right to limit the sharing of your NPI by "opting-out" of the following: sharing for non-affiliates' everyday business purposes – information about your creditworthiness; or sharing with affiliates or non-affiliates who use your information to market to you. State laws and individual companies may give you additional rights to limit sharing. Please notify us immediately if you choose to opt out of these types of sharing.

DEFINITIONS: *Affiliates* – companies related by common ownership or control. They can be financial and non-financial companies; *Non-affiliates* – companies not related by common ownership or control. They can be financial and non-financial companies; *Joint marketing* – a formal agreement between non-affiliated financial companies that together market financial products or services to you.

Please call if you have any questions. Your privacy is very important to us.



THE PROFESSIONAL FINANCIAL COMPANY LLC

SMS PRIVACY POLICY

This SMS Privacy Policy explains how The Professional Financial Company collects and uses information about you in relation to its text message program.

Data Collection and Use

We collect your phone number and consent status to provide you with SMS services. This information is used solely for the purpose of delivering text messages related to the services we provide you or information you have opted to receive.

Data Sharing

We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of a campaign. We may share your Personal Data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.

Data Protection

We are committed to protecting your personal information and have implemented appropriate technical and organizational measures to ensure its security.

User Rights

You have the right to access, correct, or delete your personal information. You can opt-out of receiving messages at any time by replying STOP.

Contact Information

For any questions or concerns regarding your privacy, please contact us at (801) 701-7141.

Terms and Conditions

Program Description

When you opt in to our SMS program, you agree to receive text messages from The Professional Financial Company dba PROFi.

Message Frequency

Message frequency may vary.

Cost Disclosure

Standard message and data rates may apply. Please check with your mobile provider for details.

Opt-Out Instructions

You can opt-out of receiving messages at any time by replying STOP. For help, reply HELP.

Legal Disclaimers

By participating, you agree to our terms and conditions and privacy policy. We reserve the right to modify these terms at any time.

Please call if you have any questions. Your privacy is very important to us.