



Integrity Financial Service, LLC

Planning — Protection — Peace of Mind

Privacy Pledge and Notification

Note: Integrity Financial Service, LLC is herein referred to as: “Integrity Financial Service”, “IFS”, “We,” “Us” or “Our.”

Integrity Financial Service respects your right to privacy. We have always been committed to securing the confidentiality and integrity of your personal information. We are proud of our privacy practices and want our current and prospective customers to understand what information we collect and how we use it.

Why We Collect Your Information

We gather information about you and your accounts so that we know who you are, which better enables us to (i) prevent unauthorized access to your information, (ii) design and improve the products and services we offer, and (iii) comply with the laws and regulations that govern us.

What Information We Collect

We may collect the following types of ‘nonpublic personal information’ about you:

- Information about your identity, such as your name, address and social security number.
- Information about your transactions with us, such as your policy coverage, premiums, account balances and payment history.
- Information we receive from consumer reporting agencies, such as your creditworthiness and credit history.
- Information we receive from you on applications, such as your beneficiaries or income.

What Sources We Use To Obtain Your Information

We collect nonpublic personal information about *IFS* clients such as you, from the following sources:

- Information we receive from you on applications, reports or other forms.
- Information about your transactions with us, our affiliates, or others.

What Information We Disclose

We do not disclose any nonpublic personal information about our customers or former customers to any nonaffiliated third party, except as permitted or required by law. Moreover, we will not release information about our customers or former customers unless one of the following conditions is met:

- We receive your prior written consent.
- We believe the recipient to be you or your authorized representative.
- We are required to do so by regulatory authorities or law enforcement officials who have jurisdiction over us, or are otherwise required by any applicable law to release information to the recipient.
- It is necessary to provide the service that you have requested or authorized, or to maintain and service your account.
- It is reasonably necessary to prevent fraud and unauthorized transactions.

We only use information about you and your account to help us better serve your investment needs or to suggest services or educational materials that may be of interest to you.

Confidentiality and Security

We maintain physical, electronic and procedural safeguards to guard your personal account information. We also restrict access to your personal and financial data to authorized Integrity Financial Service associates who have a need for these records. We require all nonaffiliated organizations to conform to our privacy standards and are contractually obligated to keep the information provided confidential and used as requested. We hold all information related to your account(s) in confidence unless such information is required to be disclosed pursuant to a subpoena or court order issued by a court or competent jurisdiction or by a regulatory or self-regulatory agency having respective authority. We will continue to conduct our business in a manner that conforms with our pledge to you, your expectations and all applicable laws and will continue to adhere to the privacy policies and practices described in this notice even after your account is closed or becomes inactive.

Notwithstanding the above, any non-public personal information may be disclosed to our affiliates to help us serve your investment needs and to perform our advisory services. If you have questions about the confidentiality of your customer information, you may call 616-719-1979.

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