

PRIVACY POLICY

FC Advisory, LLC (“Financial Coach”) is committed to maintaining the trust and confidence of our clients. We collect certain information in order to provide financial planning and/or portfolio management services. We are providing this Privacy Policy to help you understand the types of information we collect, how we may use or disclose that information, and the measures we take to safeguard the information we obtain.

Information We Collect

In order to provide financial planning and/or portfolio management services, we collect your non-public personally identifiable information (“PII”), which may include:

PII OBTAINED FROM YOU. We may collect your name, address, social security number, family and marital status, investment objectives, financial goals, risk tolerance, and information about your income, assets, investments, liabilities, expenses and personal financial transactions.

PII OBTAINED FROM OTHER SOURCES. We may also collect trading and transaction history from your investment advisory account, and statements or records we receive from investment firms, tax preparation firms, and other professionals that you have retained and authorized to provide information directly to us.

How Information Is Used

The PII we collect is used to:

- Provide and service our products and services;
- Provide advice and information to help you meet your financial objectives, including information about other products and services that may be of interest;
- Fulfill our obligations to regulatory or government bodies to whom we are required to report

In order to provide our services, we may disclose certain PII to non-affiliated companies that perform services for us (“service providers”), such as companies that provide transaction processing, or performance reports and account statements.

We may also disclose PII to non-affiliated third parties for other purposes required or permitted by law or regulation. Such necessary disclosures may include: [i] to comply with a court order, legal process, or other judicial or investigative proceeding that produces a request for information from us; [ii] to permit auditing of account information; [iii] to fulfill or respond to a request from you or your authorized representative; [iv] to sell or transfer our business or assets; and [v] as otherwise described in this Privacy Notice.

Protecting Your Privacy

As Investment Advisers we are bound by professional standards of confidentiality that are even more stringent than those required by law. We have procedures in place that we believe are reasonably designed to protect the security and confidentiality of your information including, but not limited to:

EMPLOYEE REQUIREMENTS. All Financial Coach employees are bound to our Codes of Professional Ethics and undergo annual Code of Ethics, Cyber Security and Privacy Policy training with a specific focus on protecting the confidentiality of PII and preventing unauthorized use, access to, or disclosure of PII.

TECHNOLOGY & ELECTRONIC DATA. Access to information stored digitally is secured in accordance with our Password Policy which enforces security settings such as length and complexity requirements, password history, login timeouts, and password expirations. Information shared electronically is sent using 256-bit AES and SSL encryption. Our cyber security policy and implementation methods undergo an annual inspection to ensure all measurements are in place according to our policies and are current with the technology available.

PHYSICAL DATA. We implement measures to ensure that data stored physically at our office location is protected by locking files and our building, which is protected and regularly monitored using an intruder detection security system. Physical data no longer needed is disposed of on-site by a professional shredding vendor, certification of proper destruction of these materials is provided upon completion.

Your Rights

Federal law gives you, the customer, the right to limit some but not all sharing of personal information.

If you have any questions about this Privacy Policy, please contact us at (484) 887-0452.