

Terms & Conditions

Last updated July 17, 2025.

1. Description of our Services

Advisor Connect (“Advisor Connect”, “we”, “us” or “our”) is a proprietary assessment tool that leverages an investor personality appraisal quiz to help you find an advisor style that is the best fit for you. Advisor Connect is NOT an investment advisor, but a tool to help individuals connect with a registered investment advisor that will match both their unique beliefs and desires as well as their financial needs.

Our website together with any related online or offline services we provide (collectively, the “Services”) include a proprietary personality quiz (the “Quiz”) and additional questions to help you find the right advisor match. After you complete the questions, Advisor Connect connects you with a financial partner licensed by the U.S. securities regulator(s) (“Financial Partner”) that can match you with the financial advisor style that aligns with you best. *Please see Sections 10-15 below regarding legal rights in any dispute involving our Services, including mandatory arbitration and a class action waiver.*

2. Agreement and Acceptance of Terms

This Terms of Use Agreement, along with our posted Privacy Policy and any exhibits, disclosures, addendums or amendments hereto, as the same may be amended or modified from time to time (collectively, this “Agreement”) constitutes an Agreement between you and us which sets forth the terms and conditions applicable to your access and use of the Quiz, and our other Services that we offer to you through the connection process. In this Agreement, we refer to those who use our Services collectively as “users”.

You acknowledge and agree that you are at least 18 and able to enter into legally binding contracts, and you agree that this Agreement legally binds you in the same manner that a signed, written, paper contract does. You may not use the Quiz or Services in any manner or attempt to access the Quiz or any Service, if you are not willing to be bound and abide by this Agreement.

WE ARE NOT RESPONSIBLE FOR THE FINANCIAL OR OTHER PRODUCTS AND SERVICES, OR FOR THE ACCURACY OF THE DATA OBTAINED FROM THIRD-PARTY SITES. While the You should consult with a professional financial advisor (such as the one recommended by our partners) before making investment decisions or deciding on significant changes to your personal financial strategy.

The Services may be provided by us and one or more parties, including our Financial Partner, with whom we share your Quiz results for evaluation. You acknowledge and agree that your information will be shared with these parties as provided in further detail in the privacy policy. Your use of the Quiz and/or Services is subject to our privacy policy which

addresses how we gather, use, disclose and manage your personal information. If you do not agree to the terms of the privacy policy, you will not be able to use the Services. Terms used, but not defined in this Agreement, have the meanings provided in our posted Privacy Policy.

You acknowledge and agree that we may train and use AI tools in connection with the provision of our Services, including the Quiz, such as to analyze user experiences and activities, to improve the efficiency, quality, speed and security of our Services, to support communications with users, generate content, and provide more personalized experiences and targeted marketing, but we don't use AI tools in any manner that could be expected to negatively impact individuals in a material or unlawful manner.

3. Quiz and Services – Disclaimers

By using the Services, you understand and acknowledge that the investment results you could obtain from investment information and financial insights provided by financial advisors cannot be guaranteed. All investments entail a risk of loss, and you may lose money. While the investor personality insights we provide may assist in helping you match with or begin to work with an advisor, this is not financial advice. Advisor Connect is a tool to help you make a connection with a financial advisor only, and any products, services or advice that you receive from a financial advisor will be subject to that advisor's separate terms, conditions and requirements. You should consult with your own professional investment advisor before making investment decisions or deciding on significant changes to your personal financial strategy.

At the sole discretion of Advisor Connect's Financial Partner, and for select users only, financial planning, investment management, wealth management, and other advisory services may be offered or solicited through an advisor in the Financial Partner's network (the "Network"). All advisors in The Network are registered investment advisors with their respective state securities regulator and/or through the SEC. Your election to become a client of an advisor in the Network is subject to your explicit enrollment and acceptance of a separate agreement with such Advisor (and their related fee schedule); all such services are separate from the Services provided pursuant to this Agreement.

4. Your Electronic Disclosure Consent

By providing your email as part of the Quiz, you consent to receive all notices and information regarding our Services electronically. Electronic communications will be delivered to your registered e-mail address. All communications in electronic format will be considered to be in "writing," and to have been received no later than five (5) business days after dissemination, whether or not you have received or retrieved the communication. Your consent to receive communications electronically is valid until you end your relationship with Advisor Connect. It is your responsibility to provide us with true, accurate and complete e-mail addresses, contact and other information related to this disclosure and to maintain and update promptly any changes in this information. You may

print a copy of any electronic communications and retain it for your records. We reserve the right to terminate or change the terms and conditions on which we provide electronic communications and will provide you notice thereof in accordance with applicable law.

5. Cost of the Services

Your use of the Quiz and related Services are offered free of charge. Advisor Connect's Financial Partner(s) may be compensated by Advisors for referrals. Further details regarding any applicable fees will be provided by the Financial Partner or Advisor.

6. Confidentiality and Feedback

We always welcome your correspondence, feedback, comments, complaints and suggestions (collectively, "Feedback") as this will help us improve our Services. You agree that all Feedback becomes our confidential information ("Confidential Information"). In addition, any of our trade secrets, computer software, product specifications as well as any non-public technical, financial or business information that we share with you is also our Confidential Information. You agree not to disclose or share any of our Confidential Information with any third party, including, without limitation, any members of the press or colleagues. Feedback may be submitted via the contact information below.

7. Changes of Terms

We may revise this Agreement at any time, and therefore we suggest that you check this Agreement from time to time. We may notify you of any changes at the e-mail address associated with your Account and you agree to accept email communications, and you agree that any of these means of our communicating a change in the Agreement constitutes adequate notice to you.

8. Ownership, Copyright, and Trademark

The technology and content used to offer, or provided in connection with, the Services, including but not limited to our quiz browser software plug-in, smart phone software and tablet software, are either owned by us or licensed by us from third party licensors. Such content includes the look and feel of our quiz all our promotional materials, and in general includes all text, graphics, photographs, illustrations, images, videos, tutorials, notices, software and other content, which is protected by the copyright law of the United States and international treaties, trademark and patent laws, and other intellectual property laws. As part of the Services, we grant you a nonexclusive, limited, royalty-free, revocable license during the term of this Agreement to use our quiz content strictly to facilitate your personal, non-commercial use of our Services. All other product names and company logos found on promotional materials are the trademarks or Service marks of their respective owners. Except as indicated in this paragraph, you may not copy, reproduce, perform, create derivative works from, republish, upload, post, transmit, or distribute in

any way whatsoever any of our content, information or trademarks without our express, written consent.

9. Rules For The Use and Sharing Of Information Of Users and Termination of Use

If you wish to be connected to a specific advisor that matches your investor personality discovered through the Advisor Connect quiz, we will ask you for certain information, including, but not limited to, your full legal name, contact information, birth date, income, expenses, approximate net worth, and other disclosures that may be necessary. We require such information to be able to provide appropriate context to our partner advisors.

We may share your information with Third Party Service providers or relevant financial advisors matches in our network in order to provide you the advisory connection requested. If you choose to terminate the Services, please contact us via the contact information below. Your request terminates your right to use the Services.

10. Disclaimer of Representation and Warranty; Disclaimer of Liability

NOTWITHSTANDING ANYTHING STATED IN THIS AGREEMENT TO THE CONTRARY, ADVISOR CONNECT, ITS LICENSORS AND AGENTS REPRESENT THAT THE ADVISOR CONNECT SERVICES ARE PROVIDED “AS IS” AND “AS AVAILABLE” WITHOUT WARRANTY OF ANY KIND. ADVISOR CONNECT, ITS LICENSORS AND AGENTS ASSUME NO RESPONSIBILITY FOR ERRORS OR OMISSIONS MADE BY YOU, OR ERRORS OR OMISSIONS IN THE CONTENT, INFORMATION OR OTHER DATA AND DOCUMENTS WHICH ARE REFERENCED BY, LINKED TO OR PROVIDED BY OR THROUGH THE SERVICES. ADVISOR CONNECT, ITS LICENSORS AND AGENTS EXPRESSLY DISCLAIM ALL WARRANTIES OF ANY KIND REGARDING THE SERVICES AND ALL INFORMATION, PRODUCTS AND OTHER CONTENT INCLUDED IN OR ACCESSIBLE FROM THE SERVICES, WHETHER EXPRESS OR IMPLIED. WITHOUT LIMITATION, ADVISOR CONNECT DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. YOUR USE OF THE SERVICES AND ALL INFORMATION, PRODUCTS AND OTHER CONTENT (INCLUDING THAT OF THIRD PARTIES AND THE FINANCIAL PARTNER) INCLUDED IN OR ACCESSIBLE FROM OUR SERVICES IS AT YOUR SOLE RISK.

WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, ADVISOR CONNECT, ITS LICENSORS AND AGENTS WILL NOT BE LIABLE FOR THE ACCURACY OR RELIABILITY OF ANY DATA, INFORMATION OR CONTENT, FOR ANY SERVICES INTERRUPTIONS, OR FOR ANY FAILURE OR DELAY RESULTING FROM ANY ACTS OF FORCE MAJEURE OR ACTS THAT ARE OTHERWISE OUTSIDE OF ADVISOR CONNECT’S OR ITS LICENSORS’ OR AGENTS’ REASONABLE CONTROL, OR ANY INTERNET OR TELECOMMUNICATIONS FAILURE OR YOUR INABILITY TO ACCESS THE SERVICES; NOR CAN ADVISOR CONNECT OR ITS AFFILIATES, LICENSORS OR AGENTS GUARANTEE THE COMPLETE SECURITY OF THE SERVICES, THAT THE QUALITY OF ANY PRODUCTS, SERVICES, INFORMATION, OR OTHER MATERIAL PURCHASED OR OBTAINED BY YOU THROUGH THE SERVICES WILL MEET

YOUR EXPECTATIONS OR THAT ANY ERRORS IN THE TECHNOLOGY WILL BE CORRECTED. YOU AGREE THAT ANY DOWNLOADS OF CONTENT OR MATERIALS RELATED TO THE SERVICES IS DONE AT YOUR OWN RISK AND YOU ARE SOLELY RESPONSIBLE FOR ANY DAMAGE TO YOUR COMPUTER/SYSTEM OR LOSS OF DATA THAT RESULTS FROM THE DOWNLOAD OF OR ACCESS TO ANY SUCH MATERIALS. IN ADDITION, WE CANNOT ALWAYS ANTICIPATE TECHNICAL OR OTHER DIFFICULTIES WITH THE SERVICES, EITHER PRESENTLY OR AS THEY EVOLVE; THE SERVICES MAY CONTAIN BUGS, ERRORS OR OTHER PROBLEMS, WHICH MAY RESULT IN LOSS OF DATA OR SETTINGS. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF CERTAIN WARRANTIES; ACCORDINGLY, SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU. NEITHER ADVISOR CONNECT NOR ITS CONTENT PROVIDERS SHALL BE RESPONSIBLE FOR INVESTMENT AND OTHER FINANCIAL DECISIONS, DAMAGES, OR OTHER LOSSES RESULTING FROM USE OF OUR SERVICES.

11. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE LIABILITY OF ADVISOR CONNECT, ITS AFFILIATES, LICENSORS AND AGENTS TO YOU SHALL NOT EXCEED ONE HUNDRED U.S. DOLLARS (\$100). ADVISOR CONNECT, ITS LICENSORS AND AGENTS SHALL NOT IN ANY EVENT BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES OF ANY KIND, OR FOR DAMAGES MEASURED BY LOST PROFITS, OR FOR DAMAGES FOR LOST OPPORTUNITY, LOSS OF GOODWILL, LOSS OF USE, LOSS OF DATA OR OTHER INTANGIBLE OR SPECULATIVE LOSSES, EVEN IF ADVISOR CONNECT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, RESULTING FROM THE USE OR INABILITY TO USE THE SERVICES; THE COST OF SUBSTITUTE GOODS OR SERVICES; ANY PRODUCTS, DATA, INFORMATION OR SERVICES PURCHASED OR OBTAINED OR MESSAGES RECEIVED OR TRANSACTIONS ENTERED INTO, THROUGH OR FROM THE SERVICES; UNAUTHORIZED ACCESS TO OR ALTERATION OF YOUR TRANSMISSIONS OR DATA, STATEMENTS OR CONDUCT OF ANYONE RELATED TO THE SERVICES; THE PERFORMANCE OR NON-PERFORMANCE OF ANY THIRD PARTY ACCOUNT PROVIDER SITE, EVEN IF THE PROVIDER HAS BEEN PREVIOUSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES; OR ANY PROVIDER OR THIRD PARTY WEBSITE, OR ANY OTHER MATTER RELATING TO THE SERVICES. SOME JURISDICTIONS DO NOT PERMIT THE LIMITATION OR EXCLUSION OF CERTAIN CATEGORIES OF LIABILITY, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.

THE SERVICES MAY BE AVAILABLE THROUGH A COMPATIBLE MOBILE DEVICE, INTERNET AND/OR NETWORK ACCESS AND MAY REQUIRE SOFTWARE. YOU AGREE THAT YOU ARE SOLELY RESPONSIBLE FOR THESE REQUIREMENTS, INCLUDING ANY APPLICABLE CHANGES, UPDATES AND FEES AS WELL AS THE TERMS OF YOUR AGREEMENT WITH YOUR MOBILE DEVICE AND TELECOMMUNICATIONS PROVIDER. A MAKES NO WARRANTIES OR REPRESENTATIONS OF ANY KIND, EXPRESS, STATUTORY OR IMPLIED AS TO: (i) THE AVAILABILITY OF TELECOMMUNICATION SERVICES FROM YOUR PROVIDER AND ACCESS TO THE SERVICES AT ANY TIME OR FROM ANY LOCATION; (ii) ANY LOSS,

DAMAGE, OR OTHER SECURITY INTRUSION OF THE TELECOMMUNICATION SERVICES;
AND (iii) ANY DISCLOSURE OF INFORMATION TO THIRD PARTIES OR FAILURE TO
TRANSMIT ANY DATA, COMMUNICATIONS OR SETTINGS CONNECTED WITH THE
SERVICES.

NOTWITHSTANDING ANYTHING THAT MAY BE TO THE CONTRARY HEREIN, FEDERAL LAWS AND CERTAIN STATE SECURITIES LAWS IMPOSE LIABILITIES UNDER CERTAIN CIRCUMSTANCES ON PERSONS WHO ACT IN GOOD FAITH, AND NOTHING IN THIS AGREEMENT PURPORTS TO WAIVE OR LIMIT ANY RIGHTS THAT YOU MAY HAVE UNDER THE INVESTMENT ADVISERS ACT OF 1940, AS AMENDED (THE “ADVISERS ACT”) AND ANY OTHER APPLICABLE SECURITIES LAWS. NOTHING IN THIS PARAGRAPH SHALL BE CONSTRUED TO WAIVE OR LIMIT ANY INVESTMENT ADVISOR’S FIDUCIARY DUTY UNDER OR COMPLIANCE WITH THE ADVISERS ACT, OR YOUR PROTECTIONS THEREUNDER. YOU ARE ENCOURAGED TO SEEK ADVICE OF COUNSEL IF YOU BELIEVE YOU HAVE SUFFERED DAMAGES.

12. Governing Law and Venue

This Agreement and any Services provided hereunder will be governed exclusively by the laws applicable in the State of New York, excluding its provisions on conflicts or choice of law. Subject to the arbitration provision below, you irrevocably and unconditionally consent to submit to the exclusive jurisdiction and venue of the state courts in New York, New York or federal court for the Southern District of New York with respect to any dispute or litigation arising under this Agreement or as the result of any Services.

13. Arbitration

ANY DISPUTE, CLAIM OR CONTROVERSY ARISING OUT OF, OR RELATING TO THE SERVICES, THIS AGREEMENT OR THE BREACH, TERMINATION, ENFORCEMENT, INTERPRETATION OR VALIDITY THEREOF, INCLUDING THE DETERMINATION OF THE SCOPE OR APPLICABILITY OF THIS AGREEMENT TO ARBITRATE, SHALL BE DETERMINED BY BINDING ARBITRATION RATHER THAN A COURT IN NEW YORK, NEW YORK BEFORE A SOLE ARBITRATOR. THE ARBITRATION SHALL BE ADMINISTERED BY JAMS PURSUANT TO STREAMLINED ARBITRATION RULES AND PROCEDURES, AND THE ARBITRATOR SHALL APPLY THE LAWS APPLICABLE IN THE STATE OF NEW YORK. JUDGMENT ON THE AWARD MAY BE ENTERED IN ANY COURT HAVING JURISDICTION AS SPECIFIED ABOVE UNDER “GOVERNING LAW AND VENUE.” THIS CLAUSE SHALL NOT PRECLUDE PARTIES FROM SEEKING INJUNCTIONS OR OTHER FORMS OF EQUITABLE RELIEF OR PROVISIONAL REMEDIES IN AID OF ARBITRATION FROM A COURT OF APPROPRIATE JURISDICTION. YOU AGREE THAT ALL DISPUTES MUST BE BROUGHT IN YOUR INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. BY ENTERING INTO THIS AGREEMENT AND AGREEING TO ARBITRATION, YOU AGREE THAT YOU ARE WAIVING THE RIGHT TO FILE A LAWSUIT AND THE RIGHT TO A TRIAL BY JURY. IN ADDITION, YOU AGREE TO WAIVE THE RIGHT TO PARTICIPATE IN A CLASS ACTION OR LITIGATE ON A CLASS-WIDE BASIS. YOU AGREE THAT YOU HAVE

EXPRESSLY AND KNOWINGLY WAIVED THESE RIGHTS. IN ANY ARBITRATION, THE ARBITRATOR MAY, IN THE AWARD, ALLOCATE ALL OR PART OF THE COSTS OF THE ARBITRATION, INCLUDING THE FEES OF THE ARBITRATOR AND THE REASONABLE ATTORNEYS' FEES OF THE PREVAILING PARTY, AND SHALL DETERMINE THE PREVAILING PARTY FOR THIS PURPOSE.

14. Changes of Terms

We may revise this Agreement at any time, and therefore we suggest that you check this Agreement from time to time. We may notify you of any changes at the e-mail address you provided in connection with your use of the Services and you agree to accept email communications, links to and/or our posting of any revised Agreement on our quiz and you agree that any of these means of our communicating a change in the Agreement constitutes adequate notice to you. Your continued access or use of the quiz or any of the Services indicates your Agreement to be bound by any such revisions. If you wish to terminate this Agreement and unsubscribe, please contact us via the contact information below.

15. Indemnification

You agree to indemnify, defend and hold us and any of our affiliates, licensors and agents, and all of their officers, directors, employees, agents, information providers and licensors harmless from and against any and all third-party claims, damages, liability and costs (including attorneys' fees and costs) incurred by any of these parties that arise out of or are caused by your use of our Services and/or our Quiz your violation of this Agreement, your infringement of any intellectual property rights, or violation by any user of your Account. In the event that there are third party claims against you for which you properly seek damages from us under this Agreement, or we are subject to any claim for which we have the right to be indemnified by you, we reserve the right at our expense in the case of claims by third parties against you, and at your expense in the case of claims for which we have the right to be indemnified by you, to assume the exclusive defense and control of any such claim, and you agree that in any event no such claim can be settled without our written consent.

16. Not a Legal or Tax Advisor

Neither we nor our Services give, offer or render tax or legal advice. Before making financial or investment decisions, we recommend that you contact an investment advisor, or tax or legal professional.

17. Waiver and Severability

We do not waive our rights by delaying or failing to exercise them at anytime. If any provision of this Agreement shall be determined to be invalid or unenforceable under any rule, law, or regulation of any governmental agency, local, state, or federal, the validity or enforceability of any other provision of this Agreement shall not be affected.

18. Section Headings

Section headings in this Agreement are for convenience of reference only, and shall not govern the interpretation of any provision of this Agreement.

19. English Language Controls

Any translation of this Agreement is provided for your convenience. The meanings of terms, conditions and representations herein are subject to definitions and interpretations in the English language. Any translation provided may not accurately represent the information in the original English. The Services are available to U.S. persons only and you represent that you are over 18 years old and legally able to enter into this Agreement and bound by the terms and conditions hereunder.

20. Entire Agreement

The Agreement, including the separate Privacy Policy and any other documents referred to herein, represents the entire understanding between both you and us regarding the Services (as defined herein) and the subject matter hereof and supersedes any prior statements or representations. In the event of a conflict between the terms of this Agreement and the terms of an exhibit, amendment, schedule, addendum or disclosure, the terms of the exhibit, amendment, schedule, addendum or disclosure shall prevail but, solely as to the subject matter herein.

21. Contacting Us

You can contact us by contact@my-advisor-connect.com.

Privacy Policy

Last updated July 17, 2025.

This Privacy Policy describes how we treat personal information when you use Advisor Connect’s service through our website together with any related online or offline services we provide (collectively, the “Services”). This policy also describes your choices about the collection and use of your information.

Please read this Privacy Policy carefully before you start to use our Services. By using the Services, you agree to be bound and abide by this Privacy Policy and our posted Terms of Use (the “Terms”). If you do not agree to our Privacy Policy or the Terms, or if you violate them in any way, your right to access or use the Services is terminated. *Please see Sections 10-15 of our Terms regarding legal rights in any dispute involving our Services.*

1. Collection of Personal Information

You become a User when you access the Services, pursuant to Advisor Connect’s Terms of Use. We may collect information about you through your use of the Services, through other communications with you, and from other third party sources and social media platforms that you may use to engage with us.

2. Types of Personal Information We Collect

In order to provide you with our Services, we may collect: your contact information (e.g., name, phone number, email address); your responses to any Quiz or other questions we may send you through the Services, including for feedback and research purposes; other communications between you and us, such as via email; and online activity described in the next section.

3. Online Activity, Cookies and Information Collected by Other Automatic Means

Cookies are a commonly-used web technology that allows websites to store and retrieve certain information on a user’s system, and track user’s online activities. We, together with the vendors we use, may collect information about your use of our Services by such automated means, including but not limited to cookies, pixels and other similar technologies.

Cookies and similar technologies can help us automatically identify you when you return to our website. Cookies help us review traffic patterns, improve the website, and determine what Services are popular. We can also use such information to deliver customized content and advertising to users of the Services whose behavior indicates that they are interested in a particular subject area.

When you use the Services, the information we may collect by automated means, include, for example:

- Usage details about your interaction with our Services (such as date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses);
- Device information, including the IP address and other details of a device that you use to connect with our Services (such as device type and unique device identifier, operating system, browser type, mobile network information, and the device's telephone number); and
- Location information where you choose to provide the website with access to information about your device's location.

We may also ask advertisers or other partners to serve ads or services to you, which may use cookies or similar technologies placed by us or the third party. If a user does not want information collected through the use of cookies, most browsers allow the visitor to reject cookies, but if you choose to decline cookies, you may not be able to fully experience the interactive features our Services provide. We may share non-personal information we obtained via cookies with our advertisers and affiliates. Because there is not yet a consensus on how companies should respond to browser-based do-not-track ("DNT") mechanisms, we do not respond to web browser-based DNT signals at this time.

4. How We Use Information We Collect

Advisor Connect maintains and processes your Advisor Connect quiz results and other personal information to provide Advisor Connect's products and services to you and to improve our services. In addition, Advisor Connect process the information we collect to: (i) Monitor the performance of our Services; (ii) Tailor the content we display to you in our Services and communications (iii) Operate, evaluate, and improve our programs, our websites, and other products and services we offer; (iv) Analyze and enhance our communications and strategies; (v) Train and use AI tools; (vi) Inform you about changes to this Privacy Policy and our Terms; and (vii) Comply with and enforce as needed legal requirements, industry standards, our policies, and our contractual rights.

5. Information Sharing And Onward Transfer

We will not disclose your personal information to third parties without your consent, except in the following circumstances:

- We may share your information with Financial Partners in our network;
- Limited information (e.g., IP address, pageview, etc.) may be collected through third party online tools such as cookies, as described above;
- We may share your personal information with our affiliates under common control and with service providers that we believe need the information to perform a

technology, business, or other professional function for us (examples include: IT services, maintenance and hosting of our Services, marketing partners, and other service providers);

- We may disclose information about you (i) if we are required to do so by law or legal process, (ii) when we believe disclosure is necessary to prevent harm or financial loss, (iii) in connection with an investigation or suspected or actual fraudulent, or illegal activity, or (iv) under exigent circumstances to protect the personal safety of our staff, users, or the public; and
- We reserve the right to transfer the information we maintain in the event we sell or transfer the Services, together with the governing Terms and this Privacy Policy.

6. Your Privacy Choices

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you.

- **Marketing Emails:** From time to time, we may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. You may choose not to receive marketing emails from us by clicking on the unsubscribe link in the marketing emails you receive from us. Even if you opt out of receiving such communications, we will continue sending you non-marketing email communications, such as administrative or transaction alerts.
- **Cookies:** Web browsers may offer users the ability to disable certain types of cookies; however, if cookies are disabled, some features or functionality of our Services may not function correctly.
- **Targeted Advertising:** We may potentially work with advertising partners who collect information about your online activities and provide you with choices regarding the use of your browsing behavior for purposes of targeted advertising. Popular advertising services you may opt out of targeted advertising from include Google, Facebook, the Network Advertising Initiative, and Digital Advertising Alliance.

7. State-Specific Notices

Certain privacy laws provide additional rights with respect to the collection and use of personal information collected by businesses: (i) disclose personal information maintained about the individual; (ii) correct or delete personal information maintained about the individual (subject to certain exceptions); (iii) not sell personal information about the individual to a third party (excluding qualified service providers); and (iv) not engage in third party targeted advertising. We do not engage in impactful profiling activities with respect to user's personal information, do not use sensitive personal information except

for the reasons provided, and do not generally provide a financial incentive in return for the collection or use of personal information (except where disclosed with relevant terms at the time of collection). It can be unlawful to discriminate against an individual for exercising such rights. We may share personal information with Financial Partners for their own direct marketing purposes. Due to our size and operations, we are not generally subject to such state privacy laws, but you can submit such requests to us via the contact information provided below and we will endeavor to fulfill any obligations that are legally required, otherwise we will respond to such requests in our discretion.

8. International Considerations

Our Services are intended for use in the United States. If you use our Services from outside the United States, you acknowledge and agree that we may transfer your information to and from the United States, including countries which may not guarantee the same level of protection of personal information as the one in which you reside. However, we will handle your personal information in accordance with this policy regardless of where your personal information is stored or accessed.

9. Links to Other Websites and Third Party Content

Our Services may contain links to other websites or online services, including social media. Please be aware that we are not responsible for the content or privacy practices of such other websites or online services, and we encourage you to be aware when you leave our Services and to read the privacy statements of any other website or online service that collects personal information. You may see us promoted by other businesses on various websites, web pages, social media or other platforms. Please note that we do not always have complete information about where our brand may be displayed or promoted.

10. Security, Confidentiality and Retention

We endeavor to maintain reasonable administrative, technical and physical safeguards designed to protect the personal information we maintain against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, we cannot ensure the security of any information you transmit to us, or guarantee that this information will not be accessed, disclosed, altered, or destroyed. We will make any legally required disclosures in the event of any compromise of personal information. To the extent the law allows us to provide such notification via e-mail or conspicuous posting on the Services, you agree to accept notice in that form.

We will only retain personal information for as long as necessary to fulfill the purposes we collected it for, including for any business, legal, accounting or reporting requirements. To determine the appropriate retention period for such personal information, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of the information, the purposes for which we process the

information and whether we can achieve those purposes through other means, as well as all applicable legal requirements.

11. Changes To This Policy

This Privacy Policy may change from time to time. We will post any Privacy Policy changes on this page and, if the changes are substantial, we will provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes). Each version of this Privacy Policy will be identified at the top of the page by its effective date. If you have questions or comments about this Privacy Policy, please email us as directed below.

12. Children's Privacy

Advisor Connect is not directed to anyone under the age of 18. If a parent or guardian becomes aware that his or her child under the age of 18 has provided us with personally identifiable information without his or her consent, he or she should contact us as directed below. If we become aware that a child under the age of 18 has provided us with personally identifiable information, we will delete such information from our files.

13. Contacting Us

You can contact us by contact@my-advisor-connect.com.