PRENTICE WEALTH MANAGEMENT, LLC
PRIVACY POLICY

An important part of the relationship we have with our clients is the information they share with us. We want each client to know how we treat their private information.

We keep personal information such as Social Security Numbers and account balances confidential. We take steps to safeguard this data from anyone who should not have access to it. We do not sell this information to anyone.

In dealing with our firm, clients can expect that we will take the steps outlined below to keep all their information confidential and secure.

OUR PRIVACY POLICY

In providing financial services and products to our clients, we collect certain non-public information about them. Our policy is to keep this information confidential and strictly safeguarded, and to use or disclose it only as needed to provide services to our clients, or as permitted by law. Protecting your privacy is important to us.

INFORMATION WE COLLECT

The non-public personal information we have about clients includes what they give us when opening an account or communicating with us. This could include:

- Name and address
- Social Security Number
- Investment objectives and experience
- Financial circumstances
- Employment history
- Account balance and account transactions

INFORMATION WE DISCLOSE

We will not disclose information we collect regarding you or your account, except under the following circumstances : (i) to entities that perform services for PWM or function on its behalf, including financial service providers, such as a clearing broker-dealer, investment company, insurance company, other investment adviser or one of our affiliated entities; (ii) to third parties who perform services or marketing, client resource management or other parties to help manage your account; (iii) to your attorney, trustee or anyone else who represents you in a fiduciary capacity; (iv) to our attorneys, accountants or auditors; and (v) to government entities or other third parties in response to subpoenas or other legal process as required by law or to comply with regulatory inquiries. You may opt out of such information sharing by request by calling us at 585-218-0001.

We do not sell personal client information to anyone.

HOW INFORMATION IS USED

We use information about our clients to provide investment management services to them. In addition, information may be used among our affiliates or companies that perform services for us, such as client relationship management technology, information technology consultants, legal and compliance consultants, accountants, attorneys, or other companies that help us market products and provide our services to you. From time to time, PWM must give information about its business to regulatory authorities. This may, or may not, include personal information about its clients and their accounts.

HOW INFORMATION IS SAFEGUARDED

We have procedures in place that we believe are reasonably designed to protect the security and confidentiality of client information. These include confidentiality agreements with companies we hire to help us provide services to clients, password-protected user access to our computer files, and strict confidentiality policies that apply to all firm personnel, vendors, and contractors.