

## Privacy Policy

**Effective Date:** July 2025

At Alpha Financial Solutions, we value your trust and are committed to protecting your personal and financial information. This Privacy Policy outlines how we collect, use, protect, and disclose your information, as well as your rights regarding that information.

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### 1. Our Commitment to Privacy

Alpha Financial Solutions has a longstanding policy of maintaining the confidentiality and security of non-public personal information ("Information") we collect about our clients. We do not sell your Information. We do not disclose it to third parties except as necessary to provide services or as required by law.

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### 2. Information We Collect

We collect Information about you from a variety of sources, including:

- **Information you provide to us directly:**
    - Personal information (e.g., name, address, phone number, email)
    - Financial details (e.g., income, assets, investment goals, risk tolerance)
    - Tax, estate, or insurance information
  - **Information we collect during our engagement:**
    - Account transactions and balances
    - Portfolio holdings and performance
    - Communication records
  - **Information from third-party sources:**
    - Custodians, financial institutions, or other professionals you authorize
    - Public records or credit bureaus (where permitted)
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### 3. How We Use Your Information

We use your Information to:

- Provide financial planning, investment advisory, and related services
  - Manage and service your accounts
  - Understand your financial needs and develop tailored strategies
  - Communicate with you about your accounts or changes to our services
  - Comply with regulatory, legal, or contractual obligations
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#### 4. Information We May Share

We do not disclose your non-public personal Information to anyone except as permitted or required by law. This includes:

- **Service Providers:** We may share Information with trusted third-party vendors and service providers who assist in operating our business (e.g., custodians, technology providers, auditors). These parties are required to maintain confidentiality and use your Information solely for the services we request.
  - **Regulatory and Legal Disclosure:** We may disclose Information when required by law, regulation, subpoena, or other legal process, or in response to requests by regulatory authorities.
  - **With Your Consent:** We may share Information with third parties at your direction or with your explicit consent.
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#### 5. How We Protect Your Information

We take reasonable and appropriate steps to safeguard your Information, including:

- Physical, electronic, and procedural safeguards designed to protect against unauthorized access
  - Limiting access to your Information to employees and service providers who need it to perform their duties
  - Regular staff training on privacy and data security obligations
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#### 6. Your Rights and Choices

You have the right to:

- **Access and review** the Information we maintain about you
- **Request corrections** to inaccurate or incomplete Information
- **Limit sharing** in certain circumstances, as permitted by applicable law

To exercise these rights or for any questions about your Information, please contact us using the information below.

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## **7. Former Clients**

We maintain the same privacy protections for our former clients as we do for our current clients. Your Information remains subject to the terms of this Privacy Policy.

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## **8. Policy Updates**

We may update this Privacy Policy from time to time. When we do, we will post the revised version with an updated effective date. Material changes will be communicated to you as required by law.

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## **9. Contact Us**

If you have any questions about this Privacy Policy or how your Information is handled, please contact us at:

### **Alpha Financial Solutions**

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