

Privacy Policy

Facts	What Does the Firm do with Your Personal Information?
Why?	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
What?	<p>The types of personal information we collect can include:</p> <ul style="list-style-type: none"> - Social Security number - Investment experience - Income - Account transactions - Assets - Retirement assets <p>When you are no longer our customer, we will continue to hold your information and share it as described in this notice.</p>
How?	All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information, the reasons the firm chooses to share personal information and whether you can limit this sharing.

Reason We Share Your Personal Information	Does the firm Share?	Can you limit this sharing?
For our everyday business purposes, such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus.	Yes	No
For our marketing purposes to offer our products and services to you.	No	We don't Share
For joint marketing with other financial companies.	No	No
For our affiliates' everyday business purposes – information about your transactions and experiences.	No	No
For our affiliates' everyday business purposes – information about your creditworthiness.	No	We don't Share
For non-affiliates to market to you.	No	No
For your benefit upon request to your attorney	Yes	Yes

and/or accountant.		
Questions	Contact: Sarah Horrigan 7000 Fitzwater Road - Suite 300 Cleveland, Ohio 44141 (440) 740-0130	
Who is providing this Notice	Planned Financial Services	

Definitions

How does the firm protect my personal information?	<p>To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.</p>
How does the firm collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> - Open an account - Enter into an investment advisory account - Apply for insurance - Tell us about your investment or retirement portfolio - Seek advice about your investments <p>We also collect your personal information from others such as credit bureaus, affiliates, or other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"> - Sharing for affiliates' everyday business purposes - information about your creditworthiness - Affiliates from using your information to market to you

	<p>- Sharing for non-affiliates to market to you</p> <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</p>
Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <p>- We do not share with our affiliates</p>
Non-affiliates	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <p>- We do not share with non-affiliates so they can market to you.</p>
Joint marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you:</p> <p>- We do not jointly market</p>
Other Important Information	
<p>The firm may share your information with broker-dealer firms having regulatory requirements to supervise certain of its activities.</p>	