

SUN VALLEY ADVISORY, LLC

PRIVACY POLICY NOTICE

Sun Valley Advisory, LLC (“Sun Valley,” or “us,” or “we”) respects our clients’ (“client(s),” or “you,” or “your”) right to privacy. We have always been committed to secure the confidentiality and integrity of your personal information. We are proud of our privacy practices and want our current and prospective customers to understand what information we collect and how we use it through this privacy policy (“Privacy Policy,” or “Policy”).

Why We Collect Your Information

We gather information about you and your accounts so that we can (i) know who you are and thereby prevent unauthorized access to your information; (ii) always improve upon the services we offer; and (iii) comply with the laws and regulations that govern us.

What Information We Collect

We may collect the following types of nonpublic personal information (“Personal Information”) about you¹:

- Information about your identity, such as your name, address, and social security number;
- Information about your transactions with us;
- Information we receive from you on applications, such as your beneficiaries or income.

What Sources We Use to Obtain Your Information

We collect Personal Information about our clients such as you from the following sources:

- Information we receive from you on applications or other necessary forms;
- Information about your transactions with us, and
- If you visit our website, information we collect via a web server, often referred to as a “cookie.” Cookies indicate where a site visitor has been online and what has been viewed by that visitor.

What Information We Disclose

We only share your Personal Information with your representative within our firm, affiliates, and non-affiliated companies or individuals as permitted by law, such as mutual funds, insurance companies, and other product vendors, or to comply with legal or regulatory requirements. With your approval, we also may share that information with other professionals you work with, which can include your accountant and/or attorney. Additionally, in the normal course of our business, we may disclose information we collect about you to companies or individuals that contract with us to perform servicing functions including but not limited to:

- Recordkeeping;
- Computer related services; and
- Good faith disclosure to regulators who have regulatory authority over us.

Companies we hire to provide support services are prohibited from using your Personal Information for their own purposes and are contractually obligated to maintain strict confidentiality. We limit their use of your Personal Information to the performance of the specific service we have requested. Notwithstanding the above, we will not release information about our customers or former customers unless we receive your prior written consent, we believe the recipient to be you or your authorized representative, or we are required by law to release information to the recipient. We do not sell your Personal Information to anyone.

Confidentiality And Security

We maintain physical, electronic, and procedural safeguards to guard your Personal Information. To further protect your privacy, our website uses the highest levels of Internet security, including data encryption, usernames and passwords, and other tools. We also restrict access to your personal and financial data to authorized associates who have a need for these records. We require all nonaffiliated organizations to conform to our privacy standards and are contractually obligated to keep the information provided confidential and used as requested. Furthermore, we will continue to adhere to the privacy policies and practices described in this notice even after your account is closed or becomes inactive.

We will continue to conduct our business in a manner that conforms with our pledge to you, this Policy, your expectations, and all applicable laws. If you have questions regarding this Privacy Policy, please contact us.

¹ This list may not be exhaustive.