

# **Privacy Policy**

**As of 06/14/2024**

## **Fierce Financial Group LLC**

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## Privacy Policy Overview

Fierce Financial Group LLC (FFG) strives to maintain confidential relationships with current and prospective clients. We work continuously to ensure our clients' privacy is protected and to preserve the private nature of our relationships. FFG implements rigorous security standards to safeguard sensitive client information. We do not disclose such information to anyone unless required by law or at the client's discretion. We do not sell confidential client information. FFG provides a privacy policy statement to every client upon entering into an advisory agreement. Clients also receive an updated privacy policy annually.

### Why FFG Collects Client Information:

- To design and implement customized investment strategies.
- To comply with standards set forth by the statutes contained within the Florida and North Carolina Securities and Investor Protection Acts.

### Types of Client Information Collected by FFG:

- Employment details, social security numbers, dates of birth, and beneficiaries.
- Third-party account details, investment positions, bank account numbers, bank routing numbers, and tax information.
- Additional relevant financial data (e.g., social security, payroll, pension).

**Client Information FFG May Disclose:** Fierce Financial Group LLC is permitted by law to disclose non-public financial information to specific unaffiliated third parties, such as Federal or Local Authorities, when necessary. Additionally, in providing investment management services, client information is disclosed to our custodian, Charles Schwab.

**How FFG Protects Client Information:** Client privacy and security are always treated as serious matters. Sensitive account information is shared only with trusted contacts and only when the client has granted prior authorization. FFG never requests sensitive or confidential client information via email. Any email requests for personal account information, including links requesting clients to input information, should be immediately reported to FFG. Verbal confirmation is required for requests to transfer funds into or out of a client's account. Email or voicemail requests for fund transfers will not be accepted. FFG uses two-factor authentication combined with secure cloud storage for accessing and backing up all client files.

Clients should refer to our custodian, Charles Schwab, for specific online account security-related questions.