

FACTS ABOUT PRIVACY POLICIES AND PRACTICES (EFFECTIVE 1/1/2018)

# What does SFC 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?

The types of personal information we collect and share depend on the product or services you have with us. This information can include:

- Social Security number
- Income
- Assets
- Investment experience
- Account transaction
- Retirement assets

## How?

When you are *no longer* our customer, we continue to share your information as described in this notice.

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 SFC chooses to share; and whether you can limit this sharing

Reasons we can share your personal information	Does SFC share?	Can you limit this sharing?
For our everyday business purposes – such as to process your transactions, maintain you accounts(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	We don’t share
For our affiliates’ everyday business purposes – Information about your transactions and experiences	Yes	No
For our affiliates’ everyday business purposes – information about your creditworthiness	No	We don’t share
For our affiliates to market to you	No	We don’t share
For nonaffiliates to market to you	No	We don’t share

Who we are	
Who is providing this notice?	This notice is provided by Swisher Financial Concepts, Inc.
What we do	
How does SFC protect my personal information?	<p>To protect your personal information from unauthorized access and use, we use security measures that complete with federal law. These measures include computers safeguards and secured files and buildings</p> <p>For example, in order to protect the confidentiality of your personal information, we routinely (1) maintain and monitor physical, electronic and procedural safeguards, (2) review our policies and procedures, (3) monitor our computer networks, and (4) test the strength of our security</p>
How does SFC collect my personal Information?	<p>We collect your information, for example, when you:</p> <ul style="list-style-type: none"> <li>• Open an account</li> <li>• Purchase investment products</li> <li>• Seek advice about your investments</li> <li>• Enter into investment advisory account</li> </ul>
Why can't I limit sharing?	<p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"> <li>• Sharing for affiliates' everyday business purposes – information about your creditworthiness</li> <li>• Affiliates from using your information to market to you</li> <li>• Sharing for non-affiliates to market you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p>
Definitions	
Affiliates	Swisher Financial Concept's has no affiliated companies.
Non-affiliates	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>• SFC does not share with non-affiliates so that they can market to you.</li> </ul>
Joint Marketing	<p>A formal agreement between non-affiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>• SFC does not have a joint marketing agreement at this time</li> </ul>

### SFC Form ADV Part 2A Delivery

If you are a client of SFC and would like a copy of Part II of SFC's Form ADV, please call our office.