

## Privacy Notice

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.

**AdvisorNet Financial, Inc., dba AdvisorNet Wealth Management (“AdvisorNet”),** is a broad-based financial services company that takes privacy very seriously. ***This Privacy Notice is for AdvisorNet’s Registered Investment Advisory clients.***

The following describes how we protect personal information we obtain.

### Information We Obtain

Nonpublic personal information we collect depends upon the scope of financial services provided by our associates or other financial services professionals whom we service. This information may include but may not be limited to information from you, information about your transactions with us and nonaffiliated third parties, and information from a consumer-reporting agency. Specifically, it may include but may not be limited to:

- Information provided in personal interviews or on applications or related forms - for example, name, age, address, Social Security number and annual income.
- Third-party reports, such as consumer credit history, motor-vehicle records, demographic, and/or medical information.
- Estate planning information, investment and other financial transaction information.

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

### We Limit How, and with Whom, We Share Information

All financial services companies need to share customers’ personal information to run their everyday business. In this section, we will state the reasons AdvisorNet chooses to share, and whether you can limit this sharing.

AdvisorNet does share your personal information for our everyday business purposes, such as to process your transactions, maintain your account(s) and performance report(s), respond to court orders and to legal or regulatory supervision and investigations, or report to credit bureaus. This includes sharing your personal information with your AdvisorNet investment adviser representative (IAR) who may also be employed by a separate financial services company. You cannot limit this sharing.

If you are a client of AdvisorNet’s registered investment advisory services, we recognize that your relationship with your IAR is important. Should your IAR decide to move to another Registered Investment Adviser, your IAR may take your non-public personal information to a new firm so that he or she can continue to service your account(s) at the new firm if you wish. You can limit this sharing in the following way: If you do not want AdvisorNet to provide your non-public personal information to your IAR should he/she join a new RIA firm, please contact AdvisorNet’s RIA Chief Compliance Officer at 612.347.8600, or at [advisorycompliance@advisor.net](mailto:advisorycompliance@advisor.net).

AdvisorNet does not share your personal information for its marketing purposes (to offer products and services to you); for joint marketing with other financial companies; for our affiliated companies’ everyday business purposes (such as information about your transactions, experience or creditworthiness); or for nonaffiliated companies to market to you. As such, be advised that we do not sell customer lists or provide personally identifiable information to mailing list vendors or marketers. Note: please see definitions of “affiliates”, “nonaffiliates” and “joint marketing”, below.

Why can’t you limit all sharing? Federal law gives you the right to limit only:

- sharing for affiliates’ everyday business purposes—information about your creditworthiness
- affiliates from using your information to market to you
- sharing for nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing.

## Safeguards to Ensure Information Security

We maintain a secure office and computer environment to ensure that nonpublic personal information is not placed at unreasonable risk. We limit access to nonpublic personal information only to those employees, associates, agents and other individuals who may need it to do their jobs. They are required to respect the confidentiality of all customer information.

## Online Privacy

When you visit our websites, [www.advisor.net](http://www.advisor.net), [www.advisor.net/wm](http://www.advisor.net/wm), or [www.advisor.net/wealthmanagement](http://www.advisor.net/wealthmanagement), no personally identifiable information about you, such as your e-mail address, will be collected by us. In fact, the only information we may collect from your visits is some information regarding the domain from which you are connecting to our web site. This information is collecting solely for nonmarketing, administrative purposes and is not used to identify individuals. This privacy policy, however, does not apply to web sites operated by third parties that you may access through links from our web site. If you would like information regarding the collection, retention, and use of information through these third party web sites, you should visit the website in question or contact the operator of the site.

## Definitions

*As used above:*

**Affiliates:** Companies related by common ownership or control. They can be financial and nonfinancial companies. *AdvisorNet does not share with its affiliates.*

**Nonaffiliates:** Companies not related by common ownership or control. They can be financial and nonfinancial companies. *AdvisorNet does not share with its nonaffiliates so they can market to you.*

**Joint marketing:** A formal agreement between nonaffiliated financial companies that together market financial products or services to you. *AdvisorNet does not jointly market.*

## Other Important Information

AdvisorNet maintains a public websites at [www.advisor.net](http://www.advisor.net), [www.advisor.net/wm](http://www.advisor.net/wm), and [www.advisor.net/wealthmanagement](http://www.advisor.net/wealthmanagement). While this policy is delivered annually in writing, the policy may change from time to time. We will notify you of any changes. You can always review our current policy online.

**If you have any questions or comments regarding this Privacy Notice or our privacy policies and procedures, please contact our office at (612) 347-8600.**