

BRÜCKE FINANCIAL, INC.

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PRIVACY POLICY

Effective Date: December 9, 2025

Introduction

Brücke Financial, Inc. (“we,” “our,” or “the Firm”) is committed to protecting the confidentiality and security of your personal information. As an investment adviser, we are required by federal law to inform clients of our privacy practices. We maintain confidentiality standards that exceed legal requirements.

This Privacy Policy also clarifies that **we do not sell, share, or disclose consumer data—including SMS opt-in information—for third-party marketing or lead-generation purposes.**

1. Information We Collect (Nonpublic Personal Information – “NPI”)

We collect NPI that you provide or authorize us to obtain in order to establish, maintain, or service your financial accounts. This includes, but is not limited to:

- Social Security Number and Date of Birth
- Financial account numbers and balances
- Income, employment, and financial profile information
- Banking information
- Contact information (address, phone number, email)
- Credit background or creditworthiness when necessary

We continue to safeguard your information even after you are no longer a customer.

2. How We Use and Share Your Information

We share personal information **only for legitimate business purposes** necessary to provide financial services and comply with applicable laws.

Permitted sharing includes supporting:

- Transaction processing
- Account maintenance and reporting
- Regulatory, legal, or compliance obligations
- Service providers who support our operations (e.g., custodians, communication platforms, compliance vendors)

All service providers are contractually required to maintain the confidentiality of your information and may use it **solely to support our business operations.**

3. What We Do *Not* Do

To comply with consumer privacy standards and SMS communication regulations:

We DO NOT:

- Sell any personal information
- Sell or share SMS opt-in information, phone numbers, or consent data
- Share personal information with non-affiliated third parties for their marketing
- Allow third parties to use your data for independent advertising or lead generation
- Disclose data for any purpose unrelated to delivering our services to you

This prohibition applies to **all forms of client data**, including information collected through SMS campaigns.

4. Your Right to Limit Sharing (Opt-Out Choices)

Federal law allows clients to limit certain types of data sharing. Although we *do not* share information for marketing purposes, you may still opt out of:

- Sharing information with affiliates for marketing
- Sharing information with non-affiliates for marketing

To exercise these rights, contact us using the information at the end of this policy.

5. How We Protect Your Information

We use physical, electronic, and procedural safeguards that comply with federal standards, including:

- Secure network systems and encrypted digital storage
- Access controls and employee authentication
- Physical security and restricted file access
- Ongoing compliance training on data security

6. SMS Communication & Text Messaging Policy

We may send text messages related to your account or relationship with us. Your SMS opt-in status will **never be shared, sold, or used for third-party marketing.**

We may share limited data with service providers only as necessary to deliver messages (e.g., SMS platforms, mobile carriers). These vendors are prohibited from using your information for any unrelated purpose.

By providing your mobile number, you agree to receive:

- Appointment reminders
- Account notifications
- Service-related updates
- Occasional updates about our services

Message frequency may vary. Message and data rates may apply.

- **For help:** reply **HELP** or call (217) 857-3912
- **To stop receiving messages:** reply **STOP**

7. Definitions

- **Affiliates:** Companies under common ownership or control.
- **Non-affiliates:** Companies not under common ownership or control.
- **Service Providers:** Companies that support our operations under confidentiality agreements.
- **Joint Marketing:** A formal agreement between financial institutions to jointly market services. (We do not use joint marketing for SMS or lead-generation activities.)