

Firm Required Social Media Disclosures

Investments in securities involve risk, including the potential loss of principal invested. This communication is intended for individuals residing in the states of AL, AR, AZ, CA, CO, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, NC, NE, NJ, NM, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, VA, WA, WI. No offers may be made or accepted from any resident outside the specific state(s) referenced.

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It is up to you to read and understand the privacy policies and terms of service for each social media site you participate in, which includes joining any groups. While we have a presence on one or more social media pages, we have no control over how the social media sites or other third parties will use the information you share. To view the privacy policy of our broker-dealer, please go to:

<http://www.royalalliance.com/sites/royalalliance.com/files/docs/Privacy-Policy-RAA.pdf>

PRIVACY NOTICE REGARDING CLIENT PRIVACY

Maintaining the trust and confidence of our clients is a high priority. That is why we want you to understand how we protect your privacy when we collect and use information about you, and the steps that we take to safeguard that information. This notice is provided to you on behalf of Premier Financial Partners.

Information We Collect: In connection with providing investment products, financial advice, or other services, we obtain non-public personal information about you, which may include:

- Information we receive from you on account applications, such as your address, date of birth, Social Security Number, occupation, financial goals, assets and income;
- Information about your transactions with us, our affiliates, or others; and
- Information received from credit or service bureaus or other third parties, such as your credit history or employment status.

Categories of Parties to Whom We Disclose: We will not disclose information regarding you or your account with us, except to the parties listed below and under the following circumstances, as referenced below:

- To the broker-dealer with which our advisory representatives are affiliated, Royal Alliance Associates, Inc., its parent companies or affiliates, to the extent permitted by law;
- To entities that perform services for us or function on our behalf, including financial service providers, such as a clearing broker-dealer, investment company, or insurance company;
- To consumer reporting agencies;
- To third parties who perform services or marketing on our behalf;
- To your attorney, trustee or anyone else who represents you in a fiduciary capacity;
- To our attorneys, accountants or auditors; and
- To government entities or other third parties in response to subpoenas or other legal process as required by law or to comply with regulatory inquiries.
- We do not sell customer lists or customer information to third parties.

How We Use Information: Information may be used among the affiliate companies that perform support services for us, such as data processors, technical systems consultants and programmers, or companies that help us market products and services to you for a number of purposes, such as:

- **To protect your accounts** from unauthorized access or identity theft;
- **To process your requests** such as securities purchases and sales;
- **To establish or maintain an account with an unaffiliated third party**, such as a clearing broker-dealer providing services to you and/or Premier Financial Partners;
- **To service your accounts**, such as by issuing checks and account statements;
- **To comply** with Federal, State, and Self-Regulatory Organization requirements; and
- **To keep you informed** about financial services of interest to you.

Our Security Policy: We restrict access to nonpublic personal information about you to those individuals who need to know that information to provide products or services to you and perform their respective duties. We maintain procedural security measures to safeguard confidential client information.

Closed or Inactive Accounts: If you decide to close your account(s) or become an inactive customer, our Privacy Policy will continue to apply to you.

Complaint Notification: Please direct complaints to: **Premier Financial Partners, 12655 Olive Blvd., Ste. 300, St. Louis, MO 63141.**

Changes to This Privacy Policy: If we make any substantial changes in the way we use or disseminate confidential information, we will notify you.

If you reside part-time or full-time in a state that requires your affirmative consent before we provide your non-public personal information to certain third-parties, we will obtain such consent as required.

IMPORTANT: We do not provide customer service or enable financial transactions through any social media site. Should any client of the firm have questions or concerns that are specific to their account(s), please contact our office directly. You should never post personal, account or transaction information anywhere on this site.

“Likes”, “Favorites” or other similar functionality available through social media sites should not be considered a positive reflection of the services offered by [Name of advisor and or firm name]. Visitors to this page must avoid posting positive reviews of their experiences with the adviser or its services as such testimonials are prohibited under state and federal securities laws and may not reflect the experience of all clients of [name of advisor].”

In certain instances, direct messages may be sent through social media sites. Such messages, which may be confidential and/or privileged, are intended for use only by the intended recipient,

any review; copying, distribution or use of these transmissions is strictly prohibited. If you receive a message in error, please (i) notify the sender immediately and (ii) destroy all copies of the message.

IMPORTANT:

Please note that the inclusion of the above disclosure does not guarantee a safe harbor from actions securities regulators may take if any social media site is deemed to violate state and/or federal securities laws concerning the use of testimonials. Advisors must remove "likes" or the content associated with "likes" when required to maintain compliance with the testimonial rule.