



AMERICAN FINANCIAL ADVISORS, LLC

Privacy Notice

American Financial Advisors, LLC. (AFA, LLC), considers client privacy to be a fundamental aspect of our client relationships. We are committed to maintaining the confidentiality, integrity, and security of our current, prospective, and former clients' personal information.

What Information Do We Collect?

In the course of providing you with advisory services, we may collect, retain, and use nonpublic personal information (NPI) for the purpose of administering our operations, providing client service, and complying with legal and regulatory requirements.

This information may come from sources such as account applications, in-person meetings, phone calls, risk tolerance questionnaires, account transactions, and other forms of written, electronic, or verbal correspondence by other attorneys, accountants, or other advisors you may employ.

To Whom do we Disclose this Information?

We **do not** sell, exchange, or disclose client information with outside organizations unless the third party is essential in administering our operations or except as required or permitted by law. All employees must adhere to AFA's policy on confidentiality. We maintain physical, electronic, and procedural safeguards that comply with federal standards to store and secure information about you from unauthorized access, alteration, and destruction.

No confidential information, whatever the source, regarding any customer or client, may be disclosed except the following: We reserve the right to disclose or report personal information where we believe in good faith that disclosure is required under law, to cooperate with regulators or law enforcement authorities. AFA, LLC reserves the right to disclose information with other Adviser employees in connection with the Adviser's business and to non-affiliated third parties with whom AFA, LLC has a contractual agreement; and to service and maintain customer accounts including effectuating a transaction. AFA, LLC may disclose information about client or client's account to a non-affiliated third party at client's written request.

How do We keep Your Personal Information Secure?

Finally, to further safeguard client information digitally, we maintain password protected systems, anti-virus and anti-spyware software, encrypted hardware, and software firewalls. We restrict access to your NPI to those who need to know this information to service your account/s and comply with applicable federal and state standards to protect your NPI.

Our website contains links to other websites. Our privacy policy only applies to our website. Please read the privacy policies of these other vendors, companies or third parties linked to our website.

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