

THIS NOTICE IS REQUIRED BY LAW

DISCLOSURE NOTICE

The Family Firm®

All personal financial service providers, such as The Family Firm, Inc® (TFF) are required by law to inform clients of their policies regarding the privacy of client information. This notice discusses TFF's policies with respect to maintaining the privacy of the financial and personal information we collect from our clients.

At The Family Firm, Inc® we recognize that you expect privacy and security for the non-public personal information we collect from you. We collect non-public personal information about you that is provided to us by you or obtained by us with your authorization. The categories of non-public, personal data that we collect from you include information about your personal finances, your family circumstances, your health (to the extent it is needed for the advisory process), transactions between you and third parties, and information from consumer reporting agencies. We fully understand the need to safeguard this sensitive information about you and we maintain standards and procedures designed to prevent misuse of this information.

Access to your information is available only to those who have a business or professional reason for it, and only to nonaffiliated parties as permitted by law. For example, federal regulations permit us to share a limited amount of information about you with a brokerage firm in order to execute securities transactions on your behalf, or so that our firm can discuss your financial situation with your accountant, lawyer or other members of your financial advisory team. We do not provide your personally identifiable information to mailing list vendors or solicitors for any purpose. For unaffiliated third parties that require or, by virtue of their work, have access to your personal information, including financial service companies, consultants and auditors, we also require the strict confidentiality and the execution of a Non-Disclosure Agreement. Federal and state regulators also may review firm records as permitted under law. In addition, The Family Firm permits only authorized employees to have access to client information. Employees violating The Family Firm's Privacy Policy will be subject to disciplinary action.

Personally identifiable information about you will be maintained during the time you are a client and for the time thereafter that such records are required to be maintained by federal and state securities laws, and consistent with the CFP Board Code of Ethics and Professional Responsibility. We may store such personal information electronically and/or in hard copy. Some archived information is stored securely off site. We have contracted with a document destruction company to dispose of papers containing personal information that are no longer needed. Documents for shredding are kept in a locked container until they are picked up by the vendor. The security of information stored electronically is detailed in "Technology Procedures" which also describes our disaster recovery procedures. This document is available upon request.

While we do not anticipate a change in firm policy, we would be prohibited by law from doing so without advising you first. Please call Kate Fries, Chief Compliance Officer of The Family Firm if you have any questions, because your privacy, our professional ethics and the ability to provide you with quality financial services are very important to us.

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