

Privacy Policy Notice

Rev. [March 2024]

| FACTS | WHAT DOES RISE ADVISORS, LLC (the “Firm”) DO WITH YOUR FINANCIAL INFORMATION? |
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| Why? | 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. |
| What? | <p>The types of personal information we collect and share depends on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> ▪ Social Security number and income ▪ Account balances and account transactions ▪ Risk Tolerance and assets |
| How? | All financial companies need to share customers’ personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers’ personal information; the reasons the Firm chooses to share; and whether you can limit this sharing. |

| Reasons we can share your personal information | Does Rise Advisors, LLC share? | Can you limit this sharing? |
|--|--------------------------------|-----------------------------|
| For our everyday business purposes – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus | Yes | No |
| For our marketing purposes – to offer our products and services to you | Yes | No |
| For joint marketing with other financial companies | No | Not Applicable |
| For our affiliates’ everyday business purposes – information about your transactions and experiences | No | Not Applicable |
| For our affiliates’ everyday business purposes – information about your creditworthiness | No | Not Applicable |
| For our affiliates to market to you | No | Not Applicable |
| For nonaffiliates to market to you | No | Not Applicable |

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| Questions? | Call (585) 565-3444 or go to www.riseadvisorsgroup.com |
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| Who we are | |
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| Who is providing this notice? | Rise Advisors, LLC |
| What we do | |
| How does Rise Advisors, LLC protect my personal information? | To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and building. |
| How does Rise Advisors, LLC collect my personal information? | <p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> ▪ Open an account ▪ Deposit money ▪ Seek advice about your investments ▪ Enter into an investment advisory contract ▪ Tell us about your investment or retirement portfolio or earnings <p>We also collect your personal information from other companies.</p> |
| Why can't I limit all sharing? | <p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"> • Sharing for affiliates' everyday business purposes - information about your creditworthiness • Affiliates from using your information to market to you • Sharing non-affiliates to market to you <p>State laws and individual companies may give you additional rights to limit sharing.</p> |
| Definitions | |
| Affiliates | <p>Companies related by common ownership and control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> ▪ <i>We have no affiliates.</i> |
| Nonaffiliates | <p>Companies not related by common ownership and control. They can be financial or nonfinancial companies.</p> <ul style="list-style-type: none"> ▪ <i>We have entered into agreements with non-affiliates in order to provide custodial or reporting services. They must maintain confidentiality of your information. This is only done for servicing our clients, and not for marketing purposes.</i> |
| Joint marketing | <p>A formal agreement between nonaffiliated financial companies that together market financial products or service to you.</p> <ul style="list-style-type: none"> ▪ <i>We do not jointly market.</i> |
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