

Privacy Notice

Pursuant to the Gramm Leach Bailey Act, Financial Freedom House (“FFH”) has created this privacy statement in order to comply with SEC Rule S-P.

Personal Information

Account forms used by FFH require clients and prospective clients to give us personal information (such as their name and address), unique identifiers (such as their social security number), financial information (such as their account numbers, net worth), and demographic information (such as their zip code, age, or income level).

Financial information that is collected is used as part of our financial planning process and to assist us in making informed and prudent recommendations to our prospects/clients. Unique identifiers (such as social security numbers and a copy of the client’s driver’s license) are collected and as part of our internal processes and procedures for verifying our client’s identity.

FFH shares this information with the applicable broker, custodian, or annuity/insurance company when opening a client account and completing account forms. These organizations include TD Ameritrade, Nationwide, and Lincoln Financial.

With our client’s permission and if so requested, we will disclose limited information to specified third parties such as attorneys, accountants, and mortgage lenders with whom the client has established a relationship.

We do not provide clients’ personal information to mailing list vendors or solicitors.

Qualified Retirement Plan Information

We may also share information regarding Qualified Retirement Plan Retirement Plan prospects with our affiliated companies (Fiduciary Firewall Consulting, Inc. and Fiduciary Firewall Administrators, Inc.) when preparing a proposal to provide Qualified Plan Consulting and Fiduciary Investment Services. This will generally be publicly available information about the plan sponsor and the plan itself, but may include information provided by the plan sponsor during the request for proposal process.

Upon being engaged by a Qualified Retirement Plan, information that is necessary to serve the plan and plan participants will be shared among our affiliated companies pursuant to the terms of each affiliated company’s service contract with the plan and written authorization to share information that is signed by the plan sponsor or its authorized representative. Information will not be shared with unaffiliated third parties without prior written authorization to do so.

Retention and Destruction of Client/Prospect Information and Records

Personally identifiable information about clients will be maintained while they are a client. In accordance with applicable federal and state securities laws as applicable and best practices, client files will be destroyed after 7 years have passed from the date the client terminated our services. The work files of prospective clients who did not engage FFH will be destroyed after 7 years have passed from the date the prospective client was classified as a “dead lead”. The data contained in our cyber-secure customer relationship management (“CRM”) and investment recordkeeping and performance reporting systems will be maintained indefinitely.

Security and Confidentiality Procedures

Our firm has security measures (both physical and cyber) in place to protect the loss, misuse, and alteration of the information under our control.

We do not publicly post or otherwise distribute personally identifiable information.

Questions about this privacy statement, the practices of our firm, or client dealings with our firm may be obtained in the following manner:

Mail: Financial Freedom House
6515 Highland Rd, Suite 240, Waterford, MI 48327

Phone: (248) 673-2900

Fax: (248) 623-8968

Email: Service@YourFFH.com

We are required by law to deliver this *Privacy Notice* to clients upon them engaging our services and whenever a material change to the policy occurs.