PRIVACY POLICY

WHAT DOES THE PACIFIC FINANCIAL GROUP, INC ("TPFG"), PACIFIC FINANCIAL GROUP, LLC ("PFG") AND PROTOOLS, LLC ("RP") DO WITH YOUR INFORMATION?

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?	The types of personal information we collect and share depend on the product or service you have with us. This information can include: • Social Security numbers and Federal Tax Identification numbers • Account Numbers, account balances, and transaction information • Name, address, and employment information
How?	All financial companies need to share customer's personal information to run their everyday business. In the section below, we list reasons financial companies can share their customer's personal information; the reasons TPFG/PFG/RP chooses to share; and whether you can limit this sharing.

REASONS WE CAN SHARE YOUR PERSONAL INFORMATION	DOES TPFG/PFG/ RP SHARE?	CAN YOU LIMIT THIS SHARING?
For our everyday business purpose – Such as to process your transactions, maintain your account(s), respond to court order and legal investigations, or report to credit bureaus	YES	NO
For our marketing purposes – To offer our products and services to you	NO	N/A
For joint marketing with other financial companies	NO	N/A
For our affiliates' everyday business purposes – Information about your transactions and experiences	YES	NO
For our affiliate's everyday business purposes – Information about your creditworthiness	YES	NO
For non-affiliates to market to you	NO	N/A

PRIVACY POLICY

WHO WE ARE	
Who is providing this notice?	The Pacific Financial Group, Inc. ("TPFG"), Pacific Financial Group, LLC ("PFG"), and ProTools, LLC ("RP")
WHAT WE DO	
How does TPFG/PFG/ RP 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 buildings.
How does TPFG/PFG/ RP collect my personal information?	We collect your personal information, for example, when you open an account or deposit/withdraw funds
Why can't I limit all sharing?	Federal law gives you the right to limit only • Sharing for affiliates' everyday business purposes – information about your credit worthiness • Affiliates from using your information to market to you • Sharing for non-affiliates to market to you State laws and individual companies may give you additional rights to limit sharing.
DEFINITIONS	
Affiliates	Companies related by common ownership or control. They can be financial and non-financial companies. • TPFG, PFG, and RP are affiliated and may be provided with information about a client's transactions
Non-affiliates	Companies not related by common ownership or control. They can be financial and non-financial companies. • TPFG, PFG, and RP do not share with non-affiliates so they can market to you
Joint Marketing	A formal agreement between non-affiliated financial companies that together market financial products or services to you. • TPFG, PFG, and RP only shares with your current investment adviser

OTHER IMPORTANT INFORMATION

TPFG, PFG, and RP do not share your information for any marketing purposes. We collect only the information that is necessary to administer your account(s) with us. This information is collected and retained to help serve your financial needs, to provide excellent customer service, and to fulfill legal and regulatory requirements. The information that we collect can be summarized as follows:

- Identifying information furnished by you on account establishment forms creating your account with us.
- Account transaction information obtained from you and the various entities that comprise the assets in your account(s). This includes balances, positions, and history that have occurred within your account(s), along with correspondence and phone contacts with us concerning your account and the asset held within your account, and our services.
- Cell phone information will not be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties.