Financial Architects & Consultants, LLC recognizes the importance of protecting all information that you provide to us in the completion of this fact-finding questionnaire. To further this commitment, we have adopted this Privacy Policy to tell you how we collect, store, use and share personal information you provide to us.

Personal information is information that identifies you and can be used to contact you directly. We only collect personal information voluntarily given to us by you.

For example, this information may include:

1. Name

2. Personal contact information (residential address, phone number, email address)

3. Employment Information

4. Personal goals

5. Investment account information

6. Insurance and Annuity account information

7. Legal Documents (Wills, Trust, Directives)

8. Tax-related Documents

Additionally, we may also collect other types of information like your age or date of birth, gender, and occupation.

Whatever the purpose may be, we will only collect information to the extent reasonably necessary to create your desired LifeArcPlan™ financial survey. All information disclosed by you, and the reports generated pursuant to your disclosure of information to us, will be shared with your stated financial professional with whom you are registered within the LifeArcPlan™ platform.

Information We Collect

We may collect the following information from or about you, including personal information, from the following sources:

Information You Provide to Us Directly. We collect information you explicitly provide to us. When you create a LifeArcPlan account, for example, we may collect personal information including your name, phone number(s), and email address. We collect information about the

LifeArcPlan plan to which you subscribe, and we may collect credit card or other payment information, as well as your address and zip code.

Data Collected Through Service Usage. We collect information from your use of the Services. We may collect information from and about the browser or device you are using, as well as information about your internet or other network activity. This information may include your IP address, device type, browser and software characteristics (such as type and operating system), referral URLs, network state, device identifiers or other unique identifiers such as advertising identifiers (e.g., "ad-ID" or "IDFA") and identifiers associated with cookies, and carrier information. We also collect information about your activity on the Services including information about the web pages and app screens you visit.

Data Collected Through Cookies and Similar Technologies. Similarly to many online services, we use various technologies to collect usage data and store preferences. These technologies may include:

> *Cookies.* A cookie is a small data file created by our website and stored on your computer or phone. The use of cookies is standard in the industry. We use cookies for login verification, session management, load balancing, and personalization. We never use cookies to retrieve information from your computer or phone that you had not already voluntarily provided to us, and we do not allow advertisers or other companies access to our cookies. You can change your browser settings to disable cookies or to prompt you before accepting a cookie. However, disabling cookies or deleting information contained in cookies may interfere with the Services, including not being able to store your preferences or login information.

> *Pixels and Beacons.* In addition to cookies, we may use other technologies such as pixel tags or web beacons, which can be embedded in web pages, videos, or emails, to collect certain types of information from your browser or device, check whether, when, and from what IP, you have viewed a particular web page, email message, image, or ad.

> *Mobile SDKs.* We may also work with third parties including our business partners and service providers who use mobile Software Development Kits ("SDKs") to collect information, such as advertising identifiers (e.g., "ad-ID" or "IDFA") and information related to how mobile devices interact with the Services, including which actions are taken in our mobile apps. This information can be used, for example, to determine what web pages, apps, and services most effectively refer people to sign up for and/or download LifeArcPlan.

The security and confidentiality of your information is extremely important to us. That's why we have technical, administrative, and physical security measures in place to protect your personal information from unauthorized access and improper use. We also review our security procedures periodically to consider appropriate new technology and updated methods. But, despite our reasonable efforts, no security measure is ever perfect or impenetrable.