

Privacy Notice

FACTS		WHAT DOES TRUSTFIRST, INC. (“B/D” AND “RIA”) DO WITH YOUR PERSONAL 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?	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> ▪ Social security number ▪ Income ▪ Assets ▪ Risk tolerance ▪ Transaction history ▪ Account Numbers 	
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 TrustFirst chooses to share; and whether you can limit this sharing.	
Reasons we can share your personal information	Does BD & RIA Share?	Can you limit this sharing?
For our everyday business purposes - such as to process your transactions, maintain your accounts(s), audits and consultants reviews, or respond to court orders and legal investigations.	YES	NO
For our marketing purposes - to offer our products and services to you.	NO	We don’t share
For joint marketing with other financial companies	NO	We don’t share
For our affiliates' everyday business purposes - information about your transactions and experiences or for audits and examinations.	YES	NO
For our affiliates' everyday business purposes – information about your creditworthiness.	NO	We don’t share
QUESTIONS?	TrustFirst, Inc. 5908 Toole Drive, Suite A Knoxville, TN 37919 Phone Number: 865-583-7390 Chief Compliance Officer: Donald Taylor don@trustfirst.com	
What we do		
How does TrustFirst 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 TrustFirst collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> ▪ Enter into a brokerage and/or an investment advisory contract ▪ Seek financial advice ▪ Make deposits or withdrawals from your account ▪ Tell us about your investment or retirement portfolio ▪ Give us your employment history ▪ Give us your tax information <p>We also collect your personal information from your custodians which you have authorized us to receive information from.</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 for non-affiliates to market to you <p>TrustFirst only shares information in order to process your transactions, maintain your account(s) or respond to auditors, consultants, examiners or court orders and legal investigations.</p> <p>State laws and individual companies may give you additional rights to limit sharing.</p>	