

 **Ballast – PRIVACY POLICY NOTICE**

Ballast, Inc. (“Ballast”) adopted this policy with recognition that protecting the privacy and security of the nonpublic personal information we obtain about our clients is an important responsibility. We also know that you expect us to service you in an accurate and efficient manner. To do so, we must collect and maintain certain nonpublic personal information about you. We want you to know what information we collect and how we use and safeguard that information.

**WHAT INFORMATION WE COLLECT**

We collect certain nonpublic personal information about you (such as your name, age, address, social security number, etc.) that you provide on applications or other forms as well as communications (electronic, telephone, written or in person) with you or your authorized representatives (such as your attorney, accountant, etc.). This information may include personal and household information such as income, spending habits, investment objectives, financial goals, statements of account, and other records concerning your financial condition and assets, together with information concerning employee benefits and retirement plan interests, wills, trusts, mortgages and tax returns. We also collect information about your brokerage accounts and transactions (such as purchases, sales, account balances, inquiries, etc.).

**WHAT INFORMATION WE DISCLOSE**

Ballast does not disclose the nonpublic personal information we collect about our clients to anyone except: (1) in furtherance of our business relationship with clients, and then only to those persons necessary to effect the transactions and provide the services that clients authorize (such as broker-dealers, custodians, independent managers etc.); (2) to persons assessing our compliance with industry standards (e.g., professional licensing authorities, etc.); (3) our attorneys, accountants, and auditors; (4) to a Broker/Dealer firm, as requested, for RIA compliance/oversight; or (5) as otherwise provided by law.

We are permitted by law to disclose the nonpublic personal information about you to governmental agencies and other third parties in certain circumstances (such as third parties that perform administrative services on our behalf). These third parties are prohibited to use or share the information for any other purpose. If you decide to either terminate our services or become an inactive client, we will continue to adhere to our Privacy Policy, as may be amended from time to time.

**SECURITY OF YOUR INFORMATION**

We restrict access to your nonpublic personal information to those employees who need to know that information to service your account. We maintain physical, electronic and procedural safeguards that comply with applicable federal or state standards to protect your nonpublic personal information.

**Former Clients:** If you decide to close your account(s) or become an inactive customer, we will adhere to our privacy policies, which may be amended from time to time.

**CHANGES TO OUR PRIVACY POLICY OR RELATIONSHIP WITH YOU**

Our policy about obtaining and disclosing information may change from time to time. We will provide you notice of any material change to this policy before we implement the change.

**OPTING OUT**

Clients cannot opt out of allowing Ballast, Inc. to share their nonpublic personal information with non-affiliated third parties which are necessary to service their accounts.

**REQUESTS FOR INFORMATION**

For a copy of our Privacy Policy, please contact the Chief Compliance Officer either in writing at 400 East Vine Street, Suite 400, Lexington, KY 40507, or by phone at (859) 226-0625.

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Ballast, Inc.

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[www.ballastplan.com](http://www.ballastplan.com)