

Privacy Policy

What does Balefire do with your Personal Information?

Investment Advisors, like Balefire, LLC ("Balefire") are required by law to inform clients of their policies regarding the privacy and protection of client information. We are bound by professional and fiduciary standards of conduct and confidentiality that are more stringent than those required by law. Federal law permits clients to limit some, but not all, sharing of personal information. The 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.

The types of personal information we collect, and share depend on the product or service you have with us. This information can include:

- Personal information including your identity, name, address, email address, telephone number, social security number, date of birth, driver's license number and passport information and other information that permits us to contact or communicate with you;
- Salary, employment, occupation, and tax information;
- Information regarding insurance, securities, and other financial transactions and accounts;
- Financial information such as net worth, assets, income, financial statements, holding reports, investment records, investment experience, liquidity needs, bank account information, account balances, and other similar information you may elect to supply to us;
- Audiovisual information and recordings of presentations, webinars, and meetings;
- Internet and networking activity including IP addresses, interactions, and through the use of Artificial Intelligence ("AI") tools.

Balefire needs to share client's personal information to run our everyday business. We share your personal information to perform services for you, including;

- Money Managers, sub-advisors, and other investment companies that provide investment strategy and management services;
- Qualified Custodians, clearing firms, and broker/dealers we direct transactions through;
- Companies that provide portfolio accounting, modeling, rebalancing, billing, and performance reporting services;
- Companies that assist us in maintaining books and records, meet regulatory requirements, and independent audit functions;
- Federal, State or other agencies with regulatory authority over us, where required by laws or regulation;
- Other third-party service providers including those companies, associations, agencies, institutions, and third parties who provide client relationship management systems, paperless account opening, application integration, IT support, cybersecurity, redundancy support, secured voice and data platforms and email retention;
- Companies with whom we have entered a confidential memorandum to explore potential opportunities, mergers, and/or acquisitions;
- Companies that facilitate mailings or publications on our behalf.

How does Balefire protect my personal information?

In order to protect your personal information, we maintain physical, electronic, and procedural safeguards reasonably designed to prevent unauthorized use or access and protect your personal information. Internally, your information is available to employees and management of the firm in order that we may provide services to you.

Our computers utilize password protection and multi-factor identification standards to prevent access by unauthorized persons, and we employ the physical, electronic, and procedural safeguards to protect your personal information in accordance with state and federal privacy regulations.

Our Privacy Policy restricts the use of client information and requires that it be held in strict confidence. Where we share your nonpublic personal information with a nonaffiliated third party, Balefire has entered into a contractual agreement with the third party that prohibits the third party from disclosing or using the information other than to carry out the purposes for which Balefire disclosed the information. Each contractual agreement requires the nonaffiliated third party to acknowledge and consent that (i) it is in receipt of our Confidential Information; (ii) it pledges that it has adequate controls in place to protect our Confidential Information; (iii) it will use such Confidential Information only as directed by us; and, (iv) that it will only use the Confidential Information for the purpose for which it has been engaged.

How does Balefire collect my personal information?

We collect your personal information when you:

- Complete account forms, investor profiles, statements of investment selection, applications, questionnaires, contracts, and other forms;
- Provide Personally Identifiable information (PII) used to identify or trace you, directly or indirectly, including, but without limit, Government issued identification documents, licenses and cards, names, addresses, phone numbers, email addresses, social security numbers and biometric data;
- Information we receive from you when you communicate with us through personal contact, in writing, electronically, by telephone, through our website, or whenever you communicate with us or request information from us;
- Your business dealings and transactions with us, investment managers, current and former account custodians, daily reconciliation and reporting companies, billing and reporting service providers, client relationship management providers, product sponsors whose products you own, and other arrangements we have entered into to provide services to you.

Why can't I limit all sharing?

Federal law gives you the right to limit only:

- sharing of information about your creditworthiness;
- sharing to affiliates (related by common owners or control with Balefire) for marketing to you
- sharing to nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing. Balefire is otherwise permitted by 17 CFR §§ 248.13, 248.14, and 248.15; exceptions to opt out requirements.

Questions?

Call 972-361-1001 or email us at compliance@BalefireWealth.com.