

## **Privacy Policy**

TruNorth Wealth Management, LLC

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Carson City, NV 89706

Effective Date: 01/25/2024

### **Introduction**

This privacy policy (“Policy”) sets out the ways in which TruNorth Wealth Management (“we,” “us,” or “our”) collect, store, use, disclose, and protect the personal information you provide when you use our website and services (“Services”).

### **Types of Information We May Collect About You**

**Personal information.** We may collect personal information that you provide to us when you use our Services, such as your contact information (e.g., your first and last name, email address, phone number, and financial information).

**Automatically collected information.** When you visit our website, we may automatically collect certain information about your device, such as the IP address, operating system, and browsing behavior (e.g., pages and screens you view or visit).

### **How We May Use Your Personal Information**

We may use information you provide us through our Services to, for example:

Provide you information, products, or services.

Communicate with you, including about our Services, updates, and promotions.

Conduct research and analytics, monitoring and analyzing trends and usage.

Enhance or improve user experience, our business, and our Services.

As necessary to comply with any applicable law, regulation, subpoena, legal process, or governmental request.

### **How We May Disclose Personal Information**

We may disclose personal information in a variety of circumstances, such as:

To comply with a legal requirement, law, subpoena, judicial proceeding, court order, governmental request, or legal process.

As otherwise required or permitted by law.

### **Cookies and Analytics**

We may use cookies and similar technologies, for example, to track usage of our website, analyze trends, and enhance your browsing experience. If you do not want to allow our website to place a cookie on your computer, you can change your browser's settings to reject cookies; however, this may affect your experience with certain features of our website. Our website uses Google Analytics to provide insight into our website and to improve the relevance of marketing. For more details about how Google uses information from sites or apps that use our services, visit [google.com/policies/privacy/partners](https://google.com/policies/privacy/partners). If you would like to opt out of Google Analytics, please visit [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

### **Contact Us and Updating and Correcting Your Personal Information**

If you have questions or if your personal information is incomplete, inaccurate, or outdated, please contact us at 775-364-0010 or email at [Hello@TruNorthWealth.com](mailto:Hello@TruNorthWealth.com).

### **Updates to This Privacy Policy**

This Policy is subject to change without notice and should be reviewed each time you use our Services. You should also check the date of this Policy to see whether changes have been made since the previous version. Changes to this Policy take effect when the revised Policy is posted. You accept the revised Policy when you use the Services after any changes.