



# PRIVATE ADVISOR GROUP PRIVACY NOTICE

Who We Are	
Who is providing this notice?	<p>Private Advisor Group, LLC, a registered investment advisor. Our affiliates include the following: PAG Holdings, LLC, PAG Financial, LLC, PAG Partnership Holdco, LLC, PAG Legacy Partners, LLC, and Private Advisor Network, LLC, but none of these entities provide our customers with financial services.</p> <p>Our investment advisor representatives maintain independent financial services practices that create records of the services that they provide. Some of our investment advisor representatives are also representatives or agents of other companies including LPL Financial, and insurance or banking companies.</p>

Facts	What does Private Advisor Group do with your personal information?
How does Private Advisor Group protect my personal information?	We are required by federal law to protect your confidential information from unauthorized access and use. We use administrative and technical methods to protect your information, including rules and procedures and computer safeguards.
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.
How does Private Advisor Group collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> <li>■ Open an account agreement</li> <li>■ Apply for insurance retirement</li> <li>■ Seek advice about your investments</li> <li>■ Enter into an investment advisory</li> <li>■ Tell us about your investment or portfolio</li> </ul> <p>We also collect information from others, such as when the custodian holding your assets is authorized by you to send us updates about your portfolio.</p>
What?	<p>The types of personal information we collect can include:</p> <ul style="list-style-type: none"> <li>■ Social Security Number</li> <li>■ Income</li> <li>■ Assets</li> <li>■ Investment experience</li> <li>■ Account transactions</li> <li>■ Retirement Assets</li> </ul>
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 Private Advisor Group chooses to share personal information and whether you can limit this sharing.
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"> <li>■ Sharing for affiliates' everyday business purposes – information about your creditworthiness</li> <li>■ Affiliates from using your information to market to you</li> <li>■ Sharing for nonaffiliates to market to you</li> <li>■ State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</li> </ul>



Reasons We Can Share Your Personal Information	Does Private Advisor Group share?	Can you limit this sharing?
For our everyday business purposes, such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus.	Yes	No
For our marketing purposes to offer products and services to you.	No	We don't share
For joint marketing with other financial companies	Yes	No
For nonaffiliates to market to you – for clients with accounts established with Private Advisor Group representatives at banks or credit unions	No	We don't share
For nonaffiliates to market to you – for clients with accounts established with Private Advisor Group independent representatives.	Yes*	Yes

\* If your advisor terminates his or her relationship with us and moves to another brokerage or investment advisory firm, your advisor has records of the services they provided to you that they can retain subject to laws requiring them to maintain those records as private. .

Definitions	What does Private Advisor Group do with your personal information?
Affiliates	Companies related by common ownership or control. They can be financial or nonfinancial companies.  Private Advisor Group does not share personal information with affiliated companies under common ownership or control. Some of our investment advisor representatives are representatives or agents of other companies including LPL Financial, and insurance or banking companies.
Nonaffiliates	Companies not related by common ownership or control. They can be financial or nonfinancial companies.  Private Advisor Group does not share with nonaffiliates so they can market to you.
Joint Marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you:  This may include banks, credit unions, or other financial institutions with which we have a joint marketing agreement.

Questions?	For more information, go to <a href="http://www.privateadvisorgroup.com">www.privateadvisorgroup.com</a> or contact <a href="mailto:riacompliance@privateadvisorgroup.com">riacompliance@privateadvisorgroup.com</a> , or call 973-538-7010
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Important Information
<p>Information for Vermont Customers - In response to Vermont regulation, if we disclose personal information about you to nonaffiliated third parties with whom we have joint marketing agreements, we will only disclose your name, address, other contact information, and information about our transactions or experiences with you.</p> <p>Information for California Customers - In response to California law, we automatically treat accounts with California billing addresses as if you do not want to disclose personal information about you to nonaffiliated third parties except as permitted by the applicable California law.</p> <p>Information for Alaska Customers - In response to Alaska law, if your financial advisor terminates his or her relationship with us and moves to another brokerage or investment advisory firm and your primary address is in Alaska, you must give your written consent before we will allow your financial advisor to take any of your personal information to his or her new brokerage or investment advisory firm.</p>

# Mail-In Notice

# Privacy Choices Notice

(To be used by clients of Private Advisor Group advisors who are not clients of advisors associated with a bank or credit union)

If you would like to limit the personal information that your financial advisor could disclose or take if he or she moved to another brokerage or investment advisory firm and terminated the relationship with Private Advisor Group, please complete and mail the form to:

**Private Advisor Group**  
305 Madison Ave, PO Box 1820  
Morristown, NJ 07962

You can withdraw your opt-out choice at any time by contacting us in writing at the address provided above. Filing a Privacy Choices Notice will revoke any previously filed Privacy Choices Notice. If your primary address is in a state that requires your affirmative consent to share your personal information with the New Firm (such as Alaska), then you must give your written consent before we will allow your financial advisor to take any of your personal information to that New Firm.

Please be aware that Private Advisor Group entered into the Protocol for Broker Recruiting (Protocol) on July 18, 2013, with certain other financial services firms, and if Private Advisor Group remains a signatory to the Protocol as of the effective date of your advisor's termination from Private Advisor Group, then Private Advisor Group will permit your financial advisor to take your name, address, phone number, email address, and the account title of the accounts serviced (or additional information as permitted if the Protocol is amended while your financial advisor was associated with Private Advisor Group) if your advisor joins one of these Protocol brokerage firms. The retention of this limited information by your advisor under the Protocol may occur even if you have exercised your rights to limit information sharing as described above.

- Limit the personal information about me that my financial advisor could disclose or take if he or she moves to another brokerage or investment advisory firm and terminates the relationship with Private Advisor Group. However, I understand that Private Advisor Group may disclose my name, address, telephone number, email, and the account title of the accounts serviced by my advisor to the new brokerage or investment advisory firm as allowed under federal and certain state laws and the Protocol.

Please note that for accounts held jointly by two or more persons, the privacy choices made by any account holder apply to all joint holders with respect to the account. In order for your opt-out election to be effective, you must complete ALL of the following information:

**In order for your opt-out election to be effective, you must complete ALL information:**

MY FINANCIAL ADVISOR is (name): \_\_\_\_\_

- If MY FINANCIAL ADVISOR leaves Private Advisor Group for a new firm, I consent to  
 MY FINANCIAL ADVISOR taking my personal information with him or her. I do not consent to any financial advisor taking my information to any other firm.

**Customer 1:**

Name (Please print clearly) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

SSN (last 4 digits) XXX-XX- \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Customer 2:**

Name (Please print clearly) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

SSN (last 4 digits) XXX-XX- \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Additional Information regarding the Private Advisor Group Privacy Notice**

For clients of LPL advisors also affiliated with a bank, credit union, or other financial institution

If your account was opened in our offices located at a financial institution, such as a bank, thrift or credit union, and that financial institution decides to enter into a relationship with a new financial service provider, we may share your information with that new financial service provider so that your account can continue to be serviced.