

**MORRIS FINANCIAL CONCEPTS, INC. (“MFC”)    Rev. 11/2018**  
**PRIVACY POLICY NOTICE**

<b>FACTS</b>	<b>WHAT DOES MFC DO WITH YOUR PERSONAL INFORMATION?</b>
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<b>Why?</b>	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.
<b>What?</b>	The types of personal information we collect and share depend on the product or service you have with us. This information can include: <ul style="list-style-type: none"> <li>• Social Security number, name and assets</li> <li>• Account balances and transaction history</li> </ul> Wire transfer instructions and risk tolerance We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.
<b>How?</b>	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 MFC chooses to share; and whether you can limit this sharing.

Reasons we can share your information	Does MFC share?	Can you limit this sharing?
<b>For our everyday business purposes –</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes –</b> to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	No	We don’t share
<b>For our affiliates’ everyday business purposes –</b> information about your transactions and experiences	Yes	Yes
<b>For our affiliates’ everyday business purposes –</b> information about your creditworthiness	No	We don’t share
<b>For non-affiliates to market to you</b>	No	We don’t share
<b>To limit our sharing</b>	Call (843)884-6192 <b>Please note:</b> If you are a new customer, we can begin sharing your information 30 days from the date we sent this notice. When you are no longer our customer, we continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.	

<b>Questions?</b>	Call (843)884-6192 or go to <a href="http://www.mfcplanners.com">www.mfcplanners.com</a>
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What we do	
<b>How does MFC protect my personal information?</b>	MFC restricts access to non-public personal information about you to those individuals who need to know that information to provide products or services to you and perform their respective duties. MFC maintains physical, electronic and procedural security measures to safeguard confidential client information.
<b>How does MFC collect my personal information?</b>	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>• Open an account or seek advice about your investments</li> <li>• Deposit money</li> <li>• Enter into an investment advisory client agreement</li> <li>• Make a wire transfer or direct us to buy securities</li> </ul> <p>We also collect your personal information from other companies.</p>
<b>Why can't I limit all sharing?</b>	<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 non-affiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p>
<b>What happens when I limit sharing for an account I hold jointly with someone else?</b>	Your choices will apply to everyone on your account – unless you tell us otherwise.

Definitions	
<b>Affiliates</b>	<p>Companies related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> <li>• <i>MFC is affiliated with Morris Tax Planning, LLC.</i></li> </ul>
<b>Non-affiliates</b>	<p>Companies not related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> <li>• <i>MFC does not currently share with non-affiliates so they can market to you.</i></li> </ul>
<b>Joint marketing</b>	<p>A formal agreement between non-affiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>• <i>MFC does not jointly market.</i></li> </ul>

<b>Google Remarketing</b>	<p>MFC restricts access to non-public personal information about you to those individuals who need to know that information to provide products or services to you and perform their respective duties. MFC maintains physical, electronic and procedural security measures to safeguard confidential client information. We use 3rd party vendor remarketing tracking cookies, including the Google Ads tracking cookie. This means we may show our ads to you across the internet, specifically on the Google Search &amp; Display Network. As always we respect your privacy and are not collecting any identifiable information through the use of Google's or any other 3rd party remarketing system. The third-party vendors, including Google, whose services we use – will place cookies on web browsers in order to serve ads based on past visits to our website. – Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to your website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.</p>
<b>Facebook Pixel</b>	<p>We collect your personal information, fA Facebook Pixel is a tiny piece of java script code that we have incorporated into each of our web pages. This piece of code provides a series of functions for transmitting application-specific events and user-defined data to Facebook. We use pixels to record information about the way visitors use our website. For this reason, each of our web pages contains a remarketing pixel. This pixel records information about the user's browser sessions, which it sends to Facebook, along with a hashed version of the Facebook ID and the URL viewed. Every Facebook user has a unique, device-independent Facebook ID that allows us to address and recognize users across a range of devices using the Facebook social network, so that we can address our visitors for commercial purposes using Facebook Ads. or example, when you</p>