



ALPHA
FINANCIAL ADVISORS

ALPHA FINANCIAL ADVISORS, LLC
PRIVACY NOTICE

Alpha Financial Advisors, LLC (“Alpha Financial”) maintains physical, electronic, and procedural safeguards that comply with federal standards to protect its clients’ nonpublic personal information (“information”). Through this policy and its underlying procedures, Alpha Financial attempts to secure the confidentiality of customer records and information and protect against anticipated threats or hazards to the security or integrity of customer records and information.

It is the policy of Alpha Financial to restrict access to and/or the sharing of all current and former clients’ information (i.e., information and records pertaining to personal background [including social security number and address], investment objectives, financial situation, financial planning issues, tax information/returns, investment holdings, account numbers, account balances, etc.) to those employees and affiliated/nonaffiliated entities who need to know that information in furtherance of the client’s engagement of Alpha Financial.

Alpha Financial shall disclose, as necessary, the client’s information: (1) to unaffiliated service providers and vendors in furtherance of establishing, maintaining, and reporting on the client’s Alpha Financial relationship (i.e., broker-dealer, account custodian, record keeper, technology, performance reporting, customer relationship management software [CRM], proxy voting, insurance, independent managers, sub-advisers, etc.); (2) required to do so by judicial or regulatory process; or (3) otherwise permitted to do so in accordance with applicable federal and/or state privacy regulations.

However, Alpha Financial does not, and shall not, disclose or share information with any affiliated or nonaffiliated persons, entities or service providers for marketing or any other purposes or reasons not referenced above.

ANY QUESTIONS OR CONCERNS: Should you have any questions regarding the above, please contact Ann Reilley, Chief Compliance Officer.

Last Update: 03/29/2024

Terms and Conditions

General

These Terms and Conditions govern the Internet user's (You, Your) use of this website (the Site) and Your relationship with Alpha Financial Advisors, LLC. Take care to inform Yourself of the contents of this document, which affect Your rights and obligations in law.

Contract Formed

Your continued use of this Site indicates your agreement to these Terms and Conditions (this Agreement). By Your agreement, a contract is formed between You and Alpha Financial Advisors, LLC. If You disobey any of these Terms and Conditions, legal consequences may follow. If You do not agree to these Terms and Conditions, You may not use this Site, nor apply for registered use of this Site.

Whole Agreement

These Terms and Conditions form the entire Contract between You and Alpha Financial Advisors, LLC in respect of Your access to and use of the Site and the Content, and supersedes all prior understandings, purchase orders, agreements and arrangements. Any unauthorized use of the Site Terminates this Agreement. The Site is interpreted to mean without limitation this website (the Site), various individual websites hosted at or via the Site, any individual intranet and/or extranet hosted via the Site, and any part thereof. The Content is defined below under the **INTELLECTUAL PROPERTY RIGHTS** heading. Subject to the Terms and Conditions of this Agreement, You are provided a revocable limited personal non-exclusive non-transferable non-commercial license to access and use the Site and the Content for the duration of this Agreement. Under no circumstances are You entitled to sub-license access to and/or use of the Site or the Content. If You disobey these Terms and Conditions, then this Agreement will automatically terminate, upon which You may not access, use, copy, transmit, distribute, or communicate at or via the Site or the Content.

Right to Change this Agreement

Alpha Financial Advisors, LLC reserves the right to alter the Terms and Conditions of this Agreement at any time, and without notice. Any altered Terms and Conditions will apply to You as soon as You access this Site after Terms and Conditions have been changed. Please return to this page regularly, to determine if amendments to these Terms and Conditions have been effected.

All Rights Reserved

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Availability of Alpha Financial Advisors, LLC Site, Products and Services

Alpha Financial Advisors, LLC aims to offer You the best products and services possible, but makes no warranty that access to and use of the Site, Contents, and any products or services offered thereby will meet Your requirements, and cannot guarantee that the service will be fault-free. If You experience a

faulty service, please report it to us. In such event, Alpha Financial Advisors, LLC will attempt to remedy the fault as soon as it reasonably can. Your access to the Alpha Financial Advisors, LLC site may from time to time be restricted to allow for repairs, maintenance and the introduction of new products or services. In such event, Alpha Financial Advisors, LLC will attempt to restore service as soon as it reasonably can.

Products and Services Provided

Alpha Financial Advisors, LLC may provide certain products and services via the Site. Alpha Financial Advisors, LLC reserves the right to add to, amend or withdraw from availability, any or all of the products and services without notice. Provision of existing services and products shall be governed by the terms of this document.

Terms of Provision of Products and Services

You warrant that all details provided by you on registration or at any time are true and correct, and you undertake to inform Alpha Financial Advisors, LLC of any changes therein. Upon registration, Alpha Financial Advisors, LLC may issue You with a username and password for access to its products and services. You agree to accept liability and responsibility for all activities that occur and transactions that are entered into using that username and password; and undertake:

- Responsibility for maintaining the confidentiality of the username and password issued to You;
- To logout at the end of each protected session, and
- To restrict access to Your workstation during logged-in sessions; and
- To notify Alpha Financial Advisors, LLC immediately upon the breach of the confidentiality of Your username and password.

Upon reasonable belief by Alpha Financial Advisors, LLC that Your username and/or password have been compromised, it may require You to change your password, or it may suspend your account pending remedial action.

All products are subject to availability, while stocks last, and all services are subject to Alpha Financial Advisors, LLC's capacity to provide them.

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- Warrant that you own or are otherwise legally entitled to supply the content submitted to the Site; that such content is accurate; that by the supply of the content to Alpha Financial Advisors, LLC, You do not violate any law, nor that such supply will cause injury to any person or entity; and that You indemnify the Owners against all claims in respect of content You supply to it.
- Grant to Alpha Financial Advisors, LLC a non-exclusive, royalty-free, perpetual, irrevocable, and fully sub-licensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display such the content throughout the world in any media.

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Under no circumstances shall the Providers, their principals, shareholders, officers, employees, affiliates, contractors, subsidiaries, or parent organizations, be liable for any direct or indirect, special or consequential, or other damages whatsoever (including, without limitation, injury to person or to personality, lost profits, lost or damaged data or databases, business interruption, loss of information, programs or other data) relating to access to or use of the Site or the Content. Any liability of Alpha Financial Advisors, LLC in this Agreement will be limited exclusively to the re-provision, on the same terms and conditions, of the products and services offered in this Agreement. You may not access Site under circumstances where the access to or use of the Site or the Content can reasonably be expected to result in monetary damage or loss, mental or physical injury, or in danger to or loss of life. Any such access to or use of the Site or the Content in conflict with the above clause will be entirely at Your own risk, and You agree to hold Alpha Financial Advisors, LLC harmless from any claims or losses arising from such access or use. By Your access to or use of the Site, You assume the entire risk therein. This Site and the Content are provided "as is", and does not contain or include any warranty of any kind, whether express or implied.

Specifically, the Providers do not make any representations, endorsements or warranties, express or implied, concerning the availability, currency, accuracy, or completeness of the Site or the Content or the reliability of information displayed at or otherwise made available through the Site.

In particular, Alpha Financial Advisors, LLC makes no warranty in respect of:

- Malicious code: The Site does not scan for malicious code. You acknowledge and accept the responsibility to obtain and operate Your own anti-virus protection.
- Secure communications: The Site is accessible via the Internet, and communications transmitted via the Internet are susceptible to monitoring and interception. You are urged to exercise restraint and caution in all communications, and to apply industry-standard protection measures to Your systems.

To the full extent allowed by applicable law, You agree that Alpha Financial Advisors, LLC will not be liable to You or to any third party for any direct, indirect, special, consequential incidental or punitive

damages whatsoever (including without limitation loss of revenue, loss of profits, loss of anticipated savings, wasted expenditure, loss or privacy or loss of data) that arise out of or are related to this Site.

Indemnity

You hereby indemnify Alpha Financial Advisors, LLC against all losses, liabilities, costs and expenses reasonably suffered or incurred by Alpha Financial Advisors, LLC, all damages awarded against Alpha Financial Advisors, LLC by any court of competent jurisdiction, and settlement amounts paid by Alpha Financial Advisors, LLC as a result of any settlement agreed to by Alpha Financial Advisors, LLC arising out of or in connection with:

- Any claim by any third party that the use by You of this Site, the Content, or the products or services offered at the Site, is defamatory, offensive or abusive, or of an obscene or illegal nature, or otherwise constitutes a breach of any applicable law, regulation or code of practice;
- Any claim by any third party that the use by You of this Site, the Content, or the products or services offered at the Site, infringes that third party's Intellectual Property Rights of whatever nature; and
- Any fines or penalties imposed by any legal or regulatory authority in connection with the above prohibited activities.

Should Alpha Financial Advisors, LLC reasonably believe that You have breached any of Your obligations under the Website Terms and Conditions or the Terms and Conditions of this document, Alpha Financial Advisors, LLC shall be entitled, without limitation to Alpha Financial Advisors, LLC's further remedies and rights, to suspend or cancel your registration, to suspend Your access to any or all services or products. The suspension or cancellation of Your registration shall be without prejudice to either party's rights.

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Alpha Financial Advisors, LLC receives various types of information ("the Information") about You when You access the Site. Alpha Financial Advisors, LLC makes every reasonable effort to protect Information received by it. Despite such undertaking, it is possible for Internet-based communications to be intercepted. To ensure acquaintance with and awareness of the privacy measures and polices of Alpha Financial Advisors, LLC, You are urged to note the underlying privacy clauses incorporated in this Agreement:

Privacy - Casual Surfing:

You may visit the Site without providing any personal Information. The Site servers will in such instances collect the IP address of Your computer, but not any other personally-identifying Information. This Information is aggregated to measure the number of visits, average time spent at the Site, pages viewed, etc. Alpha Financial Advisors, LLC uses this Information to measure use of the Site, to market the Site as a commercial service, and to improve the Site generally. Alpha Financial Advisors, LLC assumes no

obligation to protect this Information, and may copy, distribute or otherwise use such Information without limitation. **Privacy -**

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Privacy - Solicited Information You give to Alpha Financial Advisors, LLC:

If You require any Alpha Financial Advisors, LLC products or services, You must apply for Registration at the Site, and supply personal Information to process administrative functions and transactions. You may choose not to provide certain personal Information, but that may limit the services or products that Alpha Financial Advisors, LLC is able to provide to You.

Alpha Financial Advisors, LLC provides its products and services in conjunction with its affiliates and subsidiaries. Your personal Information that is required by affiliates and subsidiaries to give effect to transactions that You choose to enter into is shared with those entities.

Privacy - Promotional Information:

Alpha Financial Advisors, LLC aspires to provide industry-standard service to its customers, which necessitates Alpha Financial Advisors, LLC providing information to You regarding new products and services or special offers. In each instance, You are provided an opportunity to opt-out of such Information circulars.

Privacy - Business Transfers:

Alpha Financial Advisors, LLC may enter into business arrangements whereby its customer base is one of the more valued assets. In such an event, customer Information will be one of the transferable assets.

Privacy - Lawful Purposes:

When a court-sanctioned subpoena, or similar instrument, requiring the delivery of personal customer Information is received by Alpha Financial Advisors, LLC, it has the legal duty to abide by that demand.

Privacy - Surveys:

Alpha Financial Advisors, LLC may periodically conduct online customer care surveys to facilitate the updating of service standards. When it conducts a survey, Alpha Financial Advisors, LLC will inform You how the Information gathered will be used, and will provide You with the opportunity to opt-out from such surveys.

Legitimate Use; Unauthorized, Unlawful and Illegal Behavior

If You apply for registration on the Site, Alpha Financial Advisors, LLC may issue, upon such terms and conditions as are applicable from time to time, within its own sole and unfettered discretion, and within a reasonable period, a username and password to You for access to certain parts of the Site.

Registration, Username and Password:

Should Alpha Financial Advisors, LLC issue You with a username and password for access to the Site, You agree to accept liability and responsibility for all activities that occur and transactions that are entered into using that username and password; and undertake:

- Responsibility for maintaining the confidentiality of the username and password issued to You;
- To logout at the end of each protected session, and To restrict access to Your workstation during logged-in sessions; and
- To notify Alpha Financial Advisors, LLC immediately upon the breach of the confidentiality of Your username and password.

Prohibited Use:

This Site and the Content may not be used:

- For illegal purposes or in support of illegal activities. You shall not use the Site in any way that is in violation of any local, state, federal or non-United States law, regulation or treaty. Nor shall you use the Site in any way that constitutes a tort, breach of contract or other civil wrong. We reserve the right to cooperate with legal authorities and injured third parties in the investigation of any suspected crime or civil wrong. Among other things, we reserve the right to produce all information, personal or otherwise, that we have about you in response to a subpoena, court order, or other legal action;
- For the dissemination of unlawful, harassing, defamatory, abusive, vulgar, obscene or otherwise objectionable material;
- For the transmission of material that constitutes or encourages conduct amounting to a criminal offence, or that is likely to result in civil liability, or otherwise breaches any applicable law, regulation or code of practice;
- For the unauthorized access to the Site or other computer systems; or
- To transmit, receive or otherwise deal in material which would constitute an infringement of Intellectual Property;
- Transmitting unauthorized or unsolicited advertising, junk or bulk e-mail ("spamming"), chain letters, or any other form of unauthorized or unsolicited transmissions;
- Introducing viruses, worms, or any other computer programs, files, or codes that are designed or intended to disrupt, damage, or limit the functioning of the Site or of any software or hardware; or to damage or obtain unauthorized access to any data or other information;

Non-Commercial Use:

You may not make access to the Site available to others in connection with a service provider, application service provider, or similar business, or commercially exploit or use Site without the prior written consent of Alpha Financial Advisors, LLC

Hacking:

You may not use hacker or cracker technologies or applications to test or penetrate the Site, Content protected by content management systems, data or databases in or on the Site, secure server systems or any other form of secured information, or to monitor or intercept private or personal communications.

You may not spoof another user's name or online identity, or gain access to or use of the Site through any username and password other than Your own.

No Framing:

You may not frame nor use framing technologies to frame or otherwise insert the Site or the Content nor any part thereof into a window in a third-party website without the prior written consent of Alpha Financial Advisors, LLC.

You hereby indemnify Alpha Financial Advisors, LLC against all losses, liabilities, costs and expenses reasonably suffered or incurred by Alpha Financial Advisors, LLC, all damages awarded against Alpha Financial Advisors, LLC by any court of competent jurisdiction, and settlement amounts paid by Alpha Financial Advisors, LLC as a result of any settlement agreed to by Alpha Financial Advisors, LLC arising out of or in connection with:

- Any claim by any third party that the use by You of this Site, the Content, or the products or services offered at the Site, is defamatory, offensive or abusive, or of an obscene or illegal nature, or otherwise constitutes a breach of any applicable law, regulation or code of practice;
- Any claim by any third party that the use by You of this Site, the Content, or the products or services offered at the Site, infringes that third party's Intellectual Property Rights of whatever nature; and
- Any fines or penalties imposed by any legal or regulatory authority in connection with the above prohibited activities.

Severability

If any Term or Condition of this Agreement is determined to be invalid or unenforceable by a Court of competent jurisdiction, then that provision shall be enforced to the maximum extent possible so as to give effect to the intent of this Agreement, and the remainder of this Agreement shall continue in full force and effect.

Relaxation

No relaxation by Alpha Financial Advisors, LLC of any of the Terms or Conditions of this Agreement will be binding for any purpose unless expressed in writing and signed by Alpha Financial Advisors, LLC. Any such relaxation will be effective only in the specific instance and for the purpose given. No indulgence granted by Alpha Financial Advisors, LLC shall constitute a waiver or abandonment of any of its rights under this Agreement. Alpha Financial Advisors, LLC shall not be precluded, as a consequence of having granted that indulgence, from exercising any rights against You which may have arisen in the past or which may arise in the future.

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