



# Privacy Policy for Connected Financial Planning LLC

As of 27 March 2025

Mindful Wealth, LLC, doing business as Connected Financial Planning (“CFP”) recognizes that our relationships with current and prospective clients are based on integrity and trust. Your privacy is of the utmost importance to us. We work hard to maintain your privacy and to preserve the private nature of our relationship with you. We place the highest value on the information you share with us. CFP will not disclose your personal information to anyone unless it is required by law or at your direction. We will not sell your personal information.

If you do not agree with our Privacy Statement, please refrain from visiting this web page. This Statement may be amended and updated periodically and CFP encourages you to check it regularly. We want our clients to understand what information we collect, how we use it, and how we protect your personal information. Kindly note that this Website may contain links to other websites. We have no control over how your data is collected, stored, or used by other websites and you should check the privacy policies of any such websites before accessing them.

## Purpose and Scope

CFP is dedicated to safeguarding the personal data collected from individuals who visit the CFP Website. This Statement outlines the type of data collected, the circumstances, and the purpose for which CFP may collect, share, or disclose such data.

## Collection of Personal Data

CFP typically collects or obtains personal data directly from you, your authorized representatives, or third parties in various situations, including but not limited to visiting the website, participating in events (both in person and online), establishing a business relationship, subscribing to our newsletter, providing products or services and interacting with our company or team.

When you visit the CFP website, the CFP web server will automatically record your IP address, the website you visited, the type of browser software used, and the CFP web pages you actually visit, including the date and duration.

## Basis for Processing Personal Data

CFP will rely on lawful basis for processing personal data, including the fulfillment of contractual obligations, compliance with legal obligations, prevention of money laundering and terrorism financing, consent from the data subject, and the pursuit of legitimate interests.

## What Information We Collect and Maintain

We may collect the following types of “nonpublic personal information” (“NPI”) about you:

- Information from our initial meeting or subsequent consultations about your identity, such as your name, address, social security number, date of birth, and financial information;
- Information that we generate to service your financial needs; and
- Information that we may receive from third parties in connection with the services we provide you.

## What Information We Disclose

We are permitted by law to disclose nonpublic information about you to unaffiliated third parties in certain circumstances. CFP may disclose client's NPI: (1) to individuals and/or entities not affiliated with CFP, including, but not limited to third-parties that assist in the supervision or management of your account(s) (i.e., sub-advisers,

account custodian, record keeper, attorney, etc.); (2) to service providers contracted by us in order for us to perform the duties in furtherance of the client's engagement with CFP (i.e. client management systems, archiving technology vendors, cloud service providers, etc.); (3) to your authorized representative or power of attorney; (4) when we receive your prior consent; (5) in connection with a proposed or actual sale, merger, or transfer of all or a portion of our business; and (6) as otherwise permitted to do so in accordance with the parameters of applicable federal and/or state privacy regulations.

#### Use of Personal Data

CFP will use your personal data within the scope of its activities and/or fulfillment of contractual or statutory obligations. This includes communication related to investments, continuous service provision, promotion of services and products, event invitations, personalized online interactions, and compliance with legal or regulatory obligations.

#### Storage and Protection of Personal Data

Personal data will be stored in the United States, Switzerland and/or with the European Economic Area. CFP has implemented physical, technical and organizational safeguards to protect personal data from misuse, loss, unauthorized access, modification, or disclosure. We restrict and limit access to client information only to those who need to carry out their business functions. We safeguard client information by preventing its unauthorized access, disclosure, or use. Arrangements with companies or independent contractors not affiliated with CFP will be subject to confidentiality agreements.

#### Transfer of Personal Data to Third Parties

Personal data may be shared with trusted third parties for efficient service provision or technical and organizational support. Third-party service providers are contractually bound to process personal data exclusively on CFP's behalf and as instructed, ensuring appropriate security measures are in place.

#### Your Rights

As a data subject, you have rights under applicable data protection laws, including the right to be informed, access, rectification, temporary restrictions of processing, data portability, withdrawal of consent, objection to specific purposes, and rights related to automated decision making and profiling.

#### Contact Us

If you have any questions about the Website or this Policy, please contact Jeffrey R. Snodgrass at +1 314-462-2004, Chief Compliance Officer of CFP. If CFP is unable to help you, you also have the right to lodge a complaint with the Swiss Federal Data Protection and Information Officer ("FDPIC") and/or any competent EEA supervisory authority (as they case may be).

#### Law and Jurisdiction

This Statement is governed by and construed in accordance with Swiss and US Federal law. Disputes related to this Statement are subject to the exclusive jurisdiction of the competent courts in Zurich, Switzerland, unless applicable mandatory data protection law states otherwise.

#### Changes to this Privacy Statement

We reserve the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be posted on the website and you are deemed to have accepted the terms of this Privacy Statement on your first use of the website. In the event that CFP has a change to its client privacy policy that would allow it to disclose non-public information not covered under applicable law, CFP will allow its clients the opportunity to opt-out of such disclosure.

#### Former Clients

Even if we cease to provide you with financial services, our Privacy Policy will continue to apply to you, and we will continue to treat your nonpublic information with strict confidentiality. We maintain all records regarding all former clients for the retention period required by law.