



PRIVACY POLICY NOTICE

Policy

Bedel Financial Consulting, Inc. makes every effort to maintain complete confidentiality of all client matters. All personal and financial information received from the client for the purpose of providing financial planning or investment management is held in strict confidence. We do not disclose the nonpublic personal information we collect about our customers to anyone except: (i) in furtherance of our business relationship and then only to those persons necessary to effect the transactions and provide the services that the customer authorizes (such as broker-dealers, custodians, independent managers, etc.); (ii) to persons assessing our compliance with industry standards (e.g. professional licensing authorities, etc.); (iii) our attorneys, accountants, and auditors; or (iv) as otherwise provided by law.

Only as necessary and as permitted by law, we disclose the nonpublic personal information about our customers to governmental agencies (such as SEC) and other third parties in certain circumstances (marketing services) on our behalf. These third parties sign confidentiality agreements that prohibit the use or sharing of the information for any other purpose.

Bedel Financial Consulting, Inc. uses NextRoll technology to track cookies, pixels and other related technologies on our website. Cookies are small data files that are served by the website and stored on your device. These cookies enable us to provide targeted advertising and information to you. Bedel Financial Consulting, Inc. also uses the technology to collect information about your activity on our site allowing us to analyze traffic and browsing activity. Our partners at NextRoll may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit you to block such technologies. For this reason, you can use the following third party tools to decline the collection and use of information for the purpose of serving you interest-based content:

- <https://www.networkadvertising.org>
- <https://www.youronlinechoices.com/>
- <http://optout.aboutads.info/?c=2&lang=EN>
- <https://www.networkadvertising.org/mobile-choice/#ios7> (for mobile devices)

For any additional electronic devices that you may use, you will be required to visit these sites again.



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Procedures

With respect to the personal and financial information that a client provides, our procedure is as follows:

- To further provide protection and privacy for our clients, at the end of each day all of our filing cabinets are locked and the keys for these cabinets are secured in another location. All computers are locked, logged off or turned off at the end of the day and are not accessible unless the proper password is indicated.
- We collect data from our clients based upon their financial planning and investment management needs. In providing services to our clients, it may be necessary to discuss personal and financial information with third parties such as insurance professionals, brokerage service personnel, attorneys, or other professional advisors. Sharing of such information will not be done without written or verbal permission from the client.
- We do not provide our client's personal information to vendors or solicitors for any purpose.
- Before working with third party contractors, they must meet our strict security requirements and sign a contractual confidentiality agreement.

Bedel Financial Consulting, Inc. values the trust of our clients and wants to carefully handle all information in its possession. Periodically we may revise this Policy, and will provide you with a revised policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing. We welcome any comments concerning our Privacy Policy and Procedures.