

**PRIVACY NOTICE
OF
APEX FINANCIAL ADVISORS, INC.**

YOUR PRIVACY IS IMPORTANT TO US

This notice sets out the privacy policies of Apex Financial Advisors, Inc. We are committed to maintaining the confidentiality, integrity and security of your personal information. Because you provide us with personal information, we want you to be aware of our policies to protect the confidentiality of that information.

We collect the following types of nonpublic personal information about you:

- **Information we receive from you on contracts, applications or other forms, including your name, address, social security number, birth date, income, investment objective, risk tolerance, accounts at other firms, marital status, your current investments, and other financial information.**
- **Information about your transactions by Apex Financial Advisors, Inc. such as your account size, payment history, parties to transactions, and trading frequency; and**
- **Information we receive from consumer reporting agencies, such as your creditworthiness and credit history.**

We do not sell your personal information to anyone.

As indicated above, when we evaluate your request for our services, provide investment advice to you and assist with transactions, you typically provide us with certain personal information necessary for these services.

We restrict access to nonpublic personal information about you to our employees with a legitimate business need for the information. Our employees may access information and provide it to third parties only when completing a transaction at your request or providing our other services to you. We also maintain physical, electronic, and procedural safeguards to guard your nonpublic personal information during the life of your account with us and thereafter. In addition we utilize services which allow client accounts to be aggregated for their personal review on their computers. These companies operate under the highest level of security and confidentiality available.

At your request, we may disclose information to attorneys, accountants, lawyers, securities professionals and others to assist us, or them, in providing services to you. We may also share information with companies that perform services on our behalf, such as the companies that we hire to perform marketing or administrative services. Companies we may hire to provide support services are not allowed to use your personal information for their own purposes. We may make additional disclosures as permitted by law.

Generally, upon your written request, we will make available information for your review. Information collected in connection with, or in anticipation of, any claim or legal proceeding will not be made available.

If your personal information with us becomes inaccurate, or if you need to make a change to that information, please contact us at the number shown below so we can update our records.

For additional information regarding our privacy policy, please contact Apex Financial Advisors, Inc. at 85 South Main Street, Yardley, PA 19067 or by calling 215-493-1900.