



IRON'S PRIVACY POLICY

The security and confidentiality of information we maintain about our clients is a top priority at IRON Financial LLC and IRON Wealth Holdings LLC (collectively "IRON"). The primary purpose of obtaining information from investors is to comply with relevant securities laws, provide better service, and to enhance our ability to effectively manage your assets. This notice describes the types of information we collect, how we utilize that information, the ways we protect the confidentiality of this information, and when this information may be shared with others. The provisions of this notice will apply to former as well as current clients.

INFORMATION WE COLLECT

IRON collects and uses various types of information to service your account, process transactions, improve our services, support our website functionality, and better understand your needs.

The personal information we collect about our clients includes the following:

1. Information gathered from applications, forms, and other information you provide us, whether in writing, in person, by telephone, electronically or by any other means, such as your name, address, social security number, assets, income, investment objectives, and contact information, such as email addresses.
2. Information about your transactions and your account history with IRON, such as your account balances and trading activity.
3. All correspondence between IRON and our clients.

If you opt-in to receive SMS messages from IRON, we collect:

1. Your phone number
2. Your basic contact information
3. Consent to send SMS messages

When you visit our website, we may automatically collect certain information about your device and browsing activity. This may include your IP address, browser type and version, device information, and details about how you interact with our website. We collect this information using cookies and similar technologies, including third-party cookies (small text files stored on your device), tracking pixels, and other non-cookie technologies such as device identifiers.

HOW WE USE YOUR INFORMATION AND TO WHOM WE DISCLOSE YOUR INFORMATION

We DO NOT disclose any nonpublic personal information to non-affiliated third parties except as required to service your account or as permitted by applicable law. We do not sell, license, lease, or otherwise disclose your personal information or SMS consent opt-in data to third parties or affiliates for their own marketing purposes.

As examples, we may disclose personal information to service providers who assist us in operating our business and website, including analytics providers and advertising partners, to comply with regulatory authorities, legal obligations, or law enforcement requests, and to protect against fraud, unauthorized transactions, claims, or other liabilities.

We may share certain personal data with trusted third parties, such as analytics providers and advertising partners, to help us understand website usage and deliver relevant advertisements.

Our advertising partner may use hashed versions of your email address to support targeted advertising and cross-device tracking. By providing your information through our website, you acknowledge this activity.

The data we collect when you visit our website is used to analyze website performance, improve user experience, deliver content and advertisements tailored to your interests, and maintain the security and reliability of our services, including detecting and preventing fraudulent or unauthorized activity.

Email information collected through our website may be used for direct marketing purposes, subject to applicable law.

You have the ability to manage how your personal data is collected through these technologies relating to our website. You may limit or decline the use of cookies through your browser settings, including blocking third-party cookies. On mobile devices, you may reset your advertising identifier through your privacy settings to reduce or limit personalized tracking. Please note that disabling certain tracking technologies may affect the functionality and features of our website.

If you opt-in to receive SMS messages from IRON, we may use your information to:

1. Respond to any SMS messages you've sent to us
2. Send you any SMS messages you've opted in to receive
3. Schedule meetings with you
4. Remind you of any documentation we need from you to provide services for you

You can opt out of receiving SMS messages at any time by replying STOP to any message we send you. You can review our Terms and Conditions for additional information about the opt-out process.

POLICY AND PRACTICES TO PROTECT PERSONAL INFORMATION

Access to clients' personal information is limited to those employees who need this information in order to conduct our business and satisfy regulatory requirements. We maintain physical, electronic, and procedural safeguards that comply with applicable law and regulation to protect the integrity of your personal information.

YOUR PRIVACY RIGHTS

Depending on your location, you may have certain rights regarding your personal data. These rights may include the ability to access, correct, or delete your personal information, object to or restrict certain processing activities (including marketing), or request additional details about how your data is collected and used.

California residents may have additional rights under applicable law.

UPDATES TO THIS PRIVATE POLICY

We may update this Privacy Policy from time to time to reflect changes in our data practices or legal requirements. If we make material changes that have a substantive and adverse impact on your privacy, we will provide notice to you prior to the change becoming effective.

OFFER OF FORM ADV PART 2 DISCLOSURE BROCHURE

IRON Financial LLC and IRON Wealth Holdings LLC are registered with the SEC as investment advisors. As a result of our registration, we are required to offer to deliver a current copy of our Form ADV Part 2 disclosure brochure to all advisory clients. *If you wish to receive a current copy of our Form ADV Part 2 disclosure brochure or have any questions regarding our Privacy Policy, please contact us at 847-715-3200 or compliance@ironfinancial.com.*