

SVA Plumb Wealth Management, LLC (“SVAP WM”) Privacy Notice

Our Promise to You

As a client of SVAP WM, you share both personal and financial information with us. Please read this notice carefully to understand what we do with your information, and know your privacy is important to us; we are dedicated to safeguarding your personal and financial information.

Information Provided by Clients

In the normal course of doing business and depending on the product or service you have with us, we may obtain non-public personal information about you. This information can include:

- Name, address, social security number, and date of birth;
- Information regarding securities transactions effected by us;
- Financial information such as net-worth, assets, income, bank account information, personal income tax information, and account balances;
- Information we receive from custodians with respect to your account(s); and
- Information received from service bureaus or other third parties.

How We Manage and Protect Your Personal Information

SVAP WM shares personal information for our everyday business purposes, such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus. Also, we may share information with outside companies that perform administrative duties for us. However, our arrangements with these service providers require them to treat your information as confidential. Personal information, such as information about your transactions and experiences, is also shared with our affiliates¹ for everyday business purposes. SVAP WM does not share your personal information about your credit worthiness with our affiliates.

SVAP WM believes that our ability to provide information about services offered by us and our affiliates enables us to more effectively serve our customers. Therefore, with your prior authorization, SVAP WM may send you marketing materials about us or any SVAP WM affiliate. SVAP WM does not share your personal information for non-affiliates to market you.

In order to protect your personal information, we maintain physical, electronic and procedural safeguards to protect your personal information.

Client Notifications

We are required by law to annually provide a notice describing our privacy policy. In addition, we will inform you promptly if there are changes to our policy. Thank you for allowing us to serve you. We value your business and are committed to protecting your privacy. We hope you view our firm as your most trusted adviser, and we will work to continue earning your trust. Please do not hesitate to contact us with questions about this notice.

¹For the purpose of this privacy notice, affiliates of SVAP WM are SVA Plumb Trust Company, LLC (South Dakota); Wisconsin Capital Management, LLC; SVA Financial Services, LLC; SVA Certified Public Accountants, S.C.; and SVA Consulting, LLC.