

PRIVACY NOTICE

We Are Committed to Protecting Your Personal Information

Thank you for visiting aldeninvestmentgroup.com. Alden Investment Group is committed to safeguarding your privacy. Please contact us at (215) 572-8700 if you have any questions or problems regarding the use of your Personal Data and we will be happy to assist you.

At Alden Investment Group we strive to provide you with the highest level of service and quality of investment solutions. In that regard, the privacy of the information you provide to us is very important and we want to assure you that we are committed to protecting your privacy.

This Privacy Statement outlines the types of information we gather about you, how we use it, and with whom we might share it. We request that you read this Privacy Notice so that you will better understand our commitment to you and to your privacy.

To make this notice easy to find, we make it available on our homepage, in the Footer link on every page on our website, as well as where personally identifiable information may be requested on our website.

By using this site or/and our services, you consent to the Processing of your Personal Data as described in this Privacy Policy.

We are committed to protecting your privacy and to give our website visitors the most secure online experience. We offer the industry standard security measures available through your browser called SSL encryption. Billing and personal information is encrypted whenever transmitted or received online. Personal information is accessible only to staff, agents, or contractors of Provider.

The Types of Personal Information We Collect

In order to provide you with the highest level of service possible, it is necessary for us to collect and maintain certain personal information about you. We collect personal information in a variety of ways when you interact with our website, including, but not limited to, applications and other forms, from your dealings with us and others and, depending upon the services and products you have requested or for which we have been asked to provide, we may also receive information from consumer reporting agencies and other sources such as our website.

The types of information we collect and maintain may include:

- Information contained in applications and other forms including, your name, address, social security number, family member information, beneficiaries, assets and income;
- Information concerning your relationships with us such as investment solutions and advisory services being provided, account balances and transactions and payment history;
- Information from consumer reporting agencies such as credit relationships and related history.

In certain cases, we may request that you provide some of the Information identified above in order to obtain specific products or services (such as registering or logging). If you choose not to provide the Information we request, you may still use our website, but you may be unable to access certain features or services.

When you register to receive any of our products or services, you agree to provide only true, accurate, current and complete information.

During either a Login / Registration or Checkout process (if applicable), the types of personal information you provide to us may include but are not limited to, name, address, phone, fax, email address, username and password, billing information, zip code, and credit card information.

When you browse our website, you do so anonymously. We may log your IP address, which is the Internet address of your computer, to give us an idea of which part of our website you visit and how much time you spend browsing our website. But we will not link your IP address to any personal information unless you have logged in to our website. While our website may or may not collect “cookie” data at the time of your reading this Privacy Notice, like many other commercial websites, our website may use a standard technology called a “cookie” to collect information about how you use the site. Please go to “Use of Cookies” below for more information.

In using our website, you acknowledge our lawful basis – in the form of contractual obligation – for processing your data, as outlined in the Terms of Service.

How Personal Information is Used

We use personal information in ways that are compatible with the purposes for which we originally requested it. Alden Investment Group may use your personal information for the purpose of processing your requests and transactions, offering or furnishing additional products and services or to evaluate your financial needs. Alden Investment Group does not share your personal information with unaffiliated Companies except as provided in this Notice.

Alden Investment Group will only grant access to your personal information to those employees who have a business purpose for accessing such information. In that regard, we have implemented certain physical, electronic and procedural safeguards to ensure that access to personal information is limited to the appropriate employees. Moreover, Alden Investment Group requires its employees to protect your personal information to maintain confidentiality.

In order to provide you with the appropriate level of service, we may share account and transactional information within Alden Investment Group. We may also share personal information described above with firms that assist us in carrying out your needs. For example, we may share your personal information for specific business purposes with the following companies:

- Financial service institutions, such as mutual fund companies, securities brokers, and banks, with whom we have a relationship with or maintain joint marketing agreements, or
- Companies under contract to perform services for us or on our behalf (such as vendors providing data processing, computer software maintenance and development, transaction processing and marketing services).

Be assured that Alden Investment Group does not sell personal information to anyone. Additionally, we treat the personal information of our former clients in the same manner as we treat the personal information of our current clients.

We also reserve the right to disclose your personal information in certain circumstances where we feel that disclosure is required by law, to assist law enforcement officials or officials of regulatory agencies, to perform credit checks or collect monies owed to us, and to protect our rights and property.

We will not share your information with third parties without your permission, other than what is mentioned in this Privacy Notice. It will only be used for the purposes stated above. We use personal information to reply to inquiries, handle complaints, provide operational notices, keep records up to date to notify you via periodic e-mails of technical service issues, specials, or other related product/service information. Your information may be shared with agents or contractors of Provider for the purpose of performing service for Provider.

Security of your Personal Information

Provider strictly protects the security of your personal information. We carefully protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

Your personal information is never shared outside the company without your permission, except as stated herein. Inside the company, data is stored in password-controlled servers or online third-party providers, such as Aweber or Zippy Courses, with limited access.

You also have a significant role in protecting your information. No one can see or edit your personal information without knowing your username and password, so do not share these with others.

We use SSL encryption when collecting or transferring sensitive data such as credit card and personal information. Credit card numbers are only used for processing payment and are not used for other purposes. Our efforts to protect credit card fraud help protect your financial data security.

Access to your Personal Information

We will provide you with the means to ensure that your personal information is correct and current. You may review and update this information at any time by logging into your account.

To protect your privacy and security, we will also take reasonable steps to verify your identity, such as password and username, before granting access to your data.

Please contact us if you require further clarification, access or updating above that which is provided by our systems.

Data Deletion

We do not hold your personal information for longer than is necessary; when we no longer have any use for your data, your data is deleted.

User accounts, email addresses on our email lists, and related necessary information (First name, Last name, Email address, etc.) can be deleted upon request, under the understanding that this may affect the quality of future service received, experience of our sites, products and services, and ability for you to correctly access or otherwise receive our sites and products.

Deletion of personal information as above in no way absolves you of any prior agreements or commitments with our sites, products and services – For example, payment plans into which you may have entered with us.

You have the right to object to profiling or automated decision making that may impact you, but in doing so agree that this means your experience, use or service may be impacted, and that it does not in any way absolve you of any prior agreements or commitments with our sites, products and services – For example, payment plans into which you may have entered with us.

Use of Cookies

Our websites are not set up to track, collect or distribute personal information. Our site may generate certain kinds of non-identifying site usage data, such as a number of sessions and visits to our sites. This information is used for internal purposes only. The statistics contain no personal information and cannot be used to gather such information.

Provider Web sites may use “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

Links

This website may contain links to other sites. Please be aware that we are not responsible for the content or privacy of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Your choices about how we use your Personal Information

You always have the right to request information about your stored data, its origin, its recipients, and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked, or deleted. You can contact us at any time using this link if you have further questions about the issue of privacy and data protection.

Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal notice using the website online contact form making this request is sufficient. The data processed before we receive your request may still be legally processed.

If you no longer wish to receive communications from us, you can opt-out from receiving such messages in the future by following the “Unsubscribe” instructions in the message or contacting us here.

With respect to the Site’s use of cookies and other similar technologies, by adjusting settings on your browser, you may elect not to allow cookies to be placed, and thus opt-out of certain features of the Site

and the Site's automatic collection of certain data about you. You may also adjust your advertising preferences on various social media websites by adjusting your settings on the platform.

- **Communication:** You can opt-out of email broadcasts by clicking the Unsubscribe link in emails.
- **User accounts:** You can request any accounts you hold with us to be deleted by contacting us. You will have to prove your identity, including the proof of email ownership associated with your account (i.e. the email used when the account was created).
- **Cookies:** You may reject the use of cookies and continue to use Site, but you accept that your experience may be diminished.

If you are accessing the Site from the European Economic Area, which includes the European Union, Iceland, Liechtenstein, and Norway, or you are a citizen of a member state of the European Economic Area, you have the following rights under the EU General Data Protection Regulation (GDPR).

1. Right to be informed about the collection and use of your personal data
2. Right to access your personal data
3. Right to have any inaccurate personal data corrected
4. Right to have your personal data erased
5. Right to restrict use of your personal data
6. Right to personal data portability
7. Right to object to the processing of your personal data

If you are from the European Economic Area and wish to exercise any of these rights under the GDPR, please contact us [here](#).

The Accuracy of My Personal Information

At Alden Investment Group our goal is to maintain current and accurate information about you in order to properly service your needs. Consequently, Alden Investment Group clients can have reasonable access to their personal information to verify the accuracy of this information. You may either write or call your Alden Investment Group, advisor to request your personal account information. If you identify any error in your personal information or you would like to update your records, please advise your Alden Investment Group advisor at your earliest convenience.

Questions or Complaints with Our Privacy Notice

We value your comments and opinions. If you have questions, comments or a complaint about compliance with this privacy notice you may contact us.

Thank you and we appreciate your business.