

PINNACLE WEALTH ADVISORS, LLC PRIVACY POLICY

Last Modified: July 16, 2025

Pinnacle Wealth Advisors, LLC (“**we**” or “**us**”), respects your privacy and are committed to protecting it through our implementation of this policy. This Privacy Policy (the “**Policy**”) outlines the type of information we may collect from you or that you may provide when you use www.pinnacle-wealth-advisors.com (the “**Website**”) and how we use that information, as well as our practices for collecting, using, maintaining, protecting, and disclosing various information. Certain jurisdictions afford their residents unique rights with respect to Personal Information (defined below) and Sensitive Personal Information (defined in applicable laws, rules, and regulations); where applicable, those rights are identified below.

This Policy applies to information we collect:

- On this Website
- In electronic communications, such as e-mail and text messages, between you and this Website
- Through any third party application by which you access data on this Website, or via any communication with which you interact with this Website or advertisements this Website maintains on third party websites or in third party communications, if such advertisements include a link to this Policy.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by us or an entity related to us, including affiliates or subsidiaries of Pinnacle Wealth Advisors, LLC
- Any third party, including through any application or content (including advertising) that may link to or be accessible from the Website.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. This Privacy Policy aims to give you information on how we collect and process your Personal Information (defined below) through your use of the Website, including any data you may directly or indirectly provide through this Website.

If you do not agree with our policies and practices, your choice is not to use our Website or interact with us. By accessing or using the Website or interacting with us, you agree to this Policy. This Policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the Policy from time to time for updates.

You may contact us regarding this policy at:

Email: pchadwick@financialguide.com

Telephone: 616-301-6712

Website: www.pinnacle-wealth-advisors.com

Postal Address: 3333 Deposit Drive NE, Grand Rapids, MI 49546

Information We Collect & How We Collect It. We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address or telephone number (“**Personal Information**”)
- That is about you but individually does not identify you
- About your internet connection, the equipment you use to access our Website, and your usage details
- About your computer and internet connection, including your IP address, operating system, and browser type.

We collect this information:

- Directly from you when you provide it to us, such as by filling out a form on a Website or subscribing to receive communications from us. Such forms may not always be present on the Website.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.

Information You Provide To Us. The information we collect on or through the Website may include:

- Information that you provide by filling in forms on the Website. Such forms may not always be present on the Website.
- Records and copies of your correspondence to us and ours to you.
- Details of transactions facilitated by the Website.

Information We Collect Using Automatic Data Collection Technologies. As you interact with the Website and other websites, we may use automatic data collection technologies to collect certain information about you, your hardware, your software, your interaction with the Website, and other data, including:

- Details of your visits to the Website, including your location, what pages you visit and links you follow, the length of time spent on each page, and other data regarding your interaction with the Website.
- Information about your device and internet connection, such as what browser you are using and the IP address from which you’re accessing the Website.

The information we collect automatically is not in and of itself Personal Information or Sensitive Personal Information, but we may synthesize it with Personal Information either

collected by us from you as described in this Policy or obtained from third parties. This integration of information helps us to improve the service we offer by:

- Knowing more about our audience, including usage patterns.
- Customizing the Website so that it is easier for you to use.
- Enhancing our searches so they are more responsive to you.
- Recognizing you when you return to the Website.

The technologies we may use for automatic data collection include cookies, web beacons, and tracking pixels. In addition, third parties may serve some content on the Website and may use automatic data collection technologies to facilitate the service or services they provide. These third parties may collect information associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

Use of Your Information. The information we collect helps us to improve the Website and to deliver a better and more personalized service by enabling us to:

- To manage our relationship with you
- To administer and protect our Website
- To deliver relevant Website content and advertisements to you
- To use data analytics to improve our Website, products/services, marketing, customer relationships and experiences
- To estimate our audience size and usage patterns
- To improve the performance of the Website
- To recognize you when you return to the Website
- To carry out any obligations and enforce any rights arising from any agreements entered into between you and us, including for billing and collection
- To notify you about any changes to the Website or any products or services we offer through it
- To take other actions which we may describe when you provide the pertinent information
- For any other purpose with your consent

Disclosure of Your Information. We may disclose anonymized, aggregated information about our users in general, and information which does not identify any individual, without restriction. We may disclose Personal Information that we collect or that you provide to us as described in this Policy:

- To contractors, service providers, and other third parties we use to support our business
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets
- To fulfill the purpose for which you provide it
- For any other purpose disclosed by us when you provide the information

- With your consent
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our employees and associates, our customers, or any other individual or entity

Your Information; Your Choices. We make every effort to provide you with as many choices as possible regarding use of the Personal Information and Sensitive Personal Information you provide to us. Should you wish to modify what information is shared with us or any other website host, you may set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Website may then be inaccessible or not function properly.

Accessing and Modifying Your Information. You may send us an email at pchadwick@financialguide.com to request access to, to correct, or to delete, any Personal Information you have provided to us. We may not be able to delete your Personal Information without also deleting any account associated with your Personal Information. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement, or cause remaining information to be incorrect.

Policy Towards Minors. Our Website is not intended for children under 13 years of age. No one under the age of 13 may provide any information to or on the Website. We do not knowingly collect Personal Information from children under the age of 13. If you are under the age of 13, do not use or provide any information on this Website or on or through any of its features/register on the Website. If we learn we have collected or received Personal Information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us using the information listed above.

Changes to this Privacy Policy. We will update any changes in how we treat your Personal Information on this page with a date on which such update was published. It is your responsibility to visit this page from time to time and to make sure you fully understand how we treat your Personal Information. ***Your continued use of the Website following the posting of changes constitutes your acceptance of such changes.***