

ARC Investment Planning and Management, Inc. Privacy Notice Client Information Privacy Principles

It is important that our clients are confident that we will manage their financial affairs expertly and confidentially.

ARC Investment Planning and Management, Inc. (hereafter "ARC") collects personal, private information from its clients in order to determine the client's specific investment goals and objectives, which will assist in determining how to adequately service the client account based on the services provided by ARC, as disclosed in ARC's Form ADV Part II.

The safeguarding of client information is an issue we take seriously, and we want to assure all of our clients that whenever information is collected and used, it is done so with discretion. To affirm our continuing commitment to the proper use of client information, we have set forth the following Privacy Principles, which are designed to guide us in serving the privacy needs of our clients.

Recognition of a Client's Expectation of Privacy: At ARC we believe the confidentiality and protection of client information is one of our fundamental responsibilities. And while information is critical to providing quality service, we recognize that one of our most important assets is our clients' trust. Thus, the safekeeping of client information is a priority for ARC.

Use, Collection, and Retention of Client Information: ARC limits the use, collection, and retention of client information to what we believe is necessary or useful to conduct our business, provide quality service, and offer products, services, and other opportunities that may be of interest to our clients. Information collected may include, but is not limited to: name, address, telephone number, tax identification number, date of birth, employment status, annual income and net worth.

Maintenance of Accurate Information: ARC recognizes that it must maintain accurate client records. The above referenced information is collected at the inception of your relationship with ARC. Therefore, ARC will periodically review with you your overall account holdings, and to ensure that personal/confidential information contained in your file is accurate. ARC also requests that you review any information provided to you related to your advisory account, and notify ARC promptly on the discovery of erroneous information. ARC will respond to a comment or request to correct inaccurate information immediately.

Limiting Employee Access to Information: At ARC, employee access to personally identifiable client information is limited to those employees that have a business reason to know such information. Employees are educated on the importance of maintaining the confidentiality of client information and on these Privacy Principles. Because of the importance of these issues, all ARC employees are responsible for maintaining the confidentiality of client information and employees who violate these Privacy Principles will be subject to disciplinary measures.

Protection of Information via Established Security Procedures: ARC recognizes that a fundamental element of maintaining effective client privacy procedures is to provide reasonable protection against the unauthorized access to client information. Therefore, ARC has established appropriate security standards and procedures to guard against any unauthorized access to client information.

Restrictions on the Disclosure of Client Information: When it comes to sharing client information with unaffiliated companies, ARC places strict limits on who receives specific information about client accounts and other personally identifiable data. We may share information with unaffiliated companies in the normal course of our business (for example, insurance agents, tax preparers and other professionals with the permission of our clients); when legally required or permitted in connection with fraud investigations and litigation; in connection with acquisitions and sales; and at the request or with the permission of a client.

These Privacy Principles apply to all our clients, and we reserve the right to change these Privacy Principles, and any of the policies or procedures described above, at any time. Under such circumstances, we will provide you with an updated set of our policies, and will provide adequate time for you to opt out of any information sharing arrangement. These Privacy Principles are for general guidance and do not constitute a contract or create legal rights and do not modify or amend any agreements we have with our clients.

Clients who have questions about these Privacy Principles or have a question about the privacy of their client information should call Barry M. Wesson at (413) 637-2900.