



Privacy Notice and Policy

Last Updated: April 6, 2026

Vest Financial LLC (along with Vest Group Inc. and affiliated companies, collectively “Vest”) has created this Privacy Notice and Policy in order to demonstrate our firm commitment to the privacy of a) users of a Vest Website (“Vest Website”); b) Vest customers and prospective customers; c) Vest participants, members, users and such persons' associated persons and representatives; and d) any other individuals from whom Vest collects Personal Information during the course of its business activities.

This Privacy Notice and Policy describes the Personal Information collected by Vest, how Vest uses your Personal Information, with whom we may share such data and how you can contact Vest, access your Personal Information and exercise your rights regarding Vest's use of your Personal Information. By using or accessing a Vest Website, you signify your acknowledgment and assent to this Privacy Notice and Policy.

Note for California Residents: This Privacy Notice and Policy describes how we process your Personal Information and your rights and choices over our processing. Please see below for specific details on your rights under California law.

Note to European Union Residents: The Vest Websites are not intended for use by residents of the European Union.

Definitions of Terms Used in this Policy

“CCPA” means the California Consumer Privacy Act of 2018, Cal. Civil Code § 1798.100 et seq. and its implementing regulations.

“Device” means any computer, tablet, mobile phone, or any other device capable of accessing a Vest Website.

“Personal Information” means information that (i) identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, Device, or household; or (ii) any information that is defined as “personal data” or “personal information” under applicable laws. Anonymous, de-identified, or aggregate information is not Personal Information.

“Processing” means any operation or set of operations which is performed on Personal Information or on sets of Personal Information, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

“Service Provider” has the same meaning as set forth in the CCPA, which in general means a for-profit legal entity to whom we disclose Personal Information for processing on our behalf for a “business purpose” (as defined in the CCPA) pursuant to a written contract.

Information We Collect About You

We collect information about you in various ways. The Personal Information that you provide and that we collect or receive from you depends on the context of your interaction with us and our services, the choices you make when you interact with us or use our services, and the features that you use.

You may provide information to us directly. We collect and receive information from you directly, such as when you correspond with us by phone, chat, e-mail or otherwise; fill in forms; interact with us via calendar invites

or meetings; register as a vestfin.com user; sign up for an event; and/or log in to a Vest website. This information may include your name, contact details, the contents of our communications with you and related details, login ID and password, information about your professional and employment history, and information you provide to us when you register for or attend a Vest event.

In addition, we may sometimes record telephone conversations or monitor electronic communications to resolve complaints, improve our service and in order to comply with our legal and regulatory requirements. The information we capture in this way may include your name, address, e-mail address and phone number, financial information, and identification records.

You may provide information to third parties who act on our behalf. We collect and receive information when you provide your information to our third-party service providers and other partners who we engage to assist us in providing services to you. Such third parties may include website providers and entities that assist us in holding meetings and events. The information collected by such entities may include your name, contact details, IP address and other online identifiers, login ID and password or information regarding the events you attend.

We collect information from you automatically through tracking technologies. When you visit our websites or interact with us electronically we collect certain information from you automatically. We may collect this information through cookies, web beacons, tags and scripts and other tracking technologies. We may combine this information with other information we collect about you via our services or via other sources.

The information we collect automatically may include the following:

- Your IP address.
- Your device identifier.
- Advertising identifiers.
- Your location.
- The type of browser and/or operating system you are using.
- The domain name of your Internet service provider.
- Information regarding when you access or how you use our services.
- The URLs of the pages that you visit and information regarding how long you use various pages or aspects of our website.

For more information regarding how we and third parties we engage may collect information from you automatically via cookies and other tracking technologies, please see the Cookies, Interest-Based Advertising and Select Service Providers sections below.

We may receive information about you from other sources. We may act as a third-party recipient of Personal Information under certain circumstances, such as:

- When verifying your identity and when carrying out diligence to comply with know-your-client and anti-money laundering and sanctions laws. Such information may include some details about identification, any criminal convictions, and any allegations regarding criminal activity that relate to you (to the extent that this is permissible under local laws).

- When conducting pre-investment diligence, including personal identifiers, contact details, professional or employment information, and geolocation data.
- When developing leads related to individuals or representatives of companies with whom we believe we may be interested in doing business. We use such Personal Information, which may include personal identifiers, professional or employment information, geolocation data, and information regarding interactions with our services, to contact such individuals about products and services we believe may be of interest to them, or as otherwise permitted or required by law.

*We collect information that you provide to us via social media platforms and other third-party services. We collect and receive information from you when you interact with our social media pages, accounts or via posts you make on social media and other third-party platforms (“**Social Media Platforms**”). This may include demographic information about users who “follow” our pages or information regarding how you engage with us, such as when you “like” our content.*

How We May Use Your Information

We may use the information we collect from you in a variety of ways, including:

- To present our services and its contents to you and to operate our services.
- To deliver the information, products or services you have requested from us.
- To register your account and deliver access to your accounts to you.
- To reach out to you about and market or promote new information, products or services to you that we believe you may be interested in.
- To verify your identity and comply with applicable law, including know-your-client and anti-money laundering and sanctions requirements.
- To conduct pre-investment diligence.
- To communicate with you, including to arrange and log interactions and notify you about changes to our services or products or services
- To facilitate your participation in events we host.
- To create event attendee lists.
- To help us improve our services and communications and deliver a more personalized experience. This includes by enabling us to estimate and analyze our audience size and usage patterns, store information about your preferences, speed up your searches and recognize you when you return to our website.
- To deliver interest-based advertising to you. Please see the Cookies, Interest-Based Advertising and Select Service Providers sections below for certain further information about our and third parties’ use of cookies and other tracking technologies to provide you with relevant ads on our services and other sites, and information about how to disable cookies and make other choices related to targeted advertising.

- To carry out our obligations and enforce our rights arising from any contracts entered into with you. This includes for billing and collection, and as we believe is necessary or appropriate to protect, enforce or defend the legal rights, privacy, safety or property of the services, its employees or agents, or other users or to comply with law.
- To create deidentified, statistical or aggregate data which is no longer Personal Information.
- In any other way we may describe when you provide the information, or otherwise at your direction or with your consent.
- As permitted by law or as we may notify you.

Please note that we may use artificial intelligence (“AI”) when processing Personal Information for the purposes set forth above and otherwise in connection with the operation of our business.

How We May Share Information

We may share the information that we collect pursuant to this Privacy Policy as follows:

- With our affiliates.
- With our service providers, business partners and vendors. These parties may include companies that host our services, provide web analytics, perform data processing, provide AI tools on which we rely, distribute emails to you, serve interest-based ads or measure ad performance, or help us communicate and interact with you.
- When you request any of our products or services. We will share your information to the extent necessary or appropriate to fulfill your request.
- When required to do so by law. For example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency’s request.
- With event sponsors and attendees when you attend an event.
- Otherwise at your direction or with your consent.

In addition, please note that if Vest or any of its affiliates, subsidiaries or lines of business is merged, acquired, divested, financed, sold, disposed of or dissolved, including through merger, consolidation, sale or divestiture of assets, the relevant customer database, including Personal Information we may possess about you, and information collected pursuant to this privacy policy, may, in whole or in part, be sold, disposed of, transferred, divested, or otherwise disclosed as part of that transaction or proceeding.

Security

Vest shall exercise reasonable precautions to safeguard and secure Personal Information. Vest has security protections in place that help to protect against the loss, misuse and alteration of the data under our control. Although we take measures to safeguard against unauthorized disclosures of data, no assurances can be provided that Personal Information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Notice and Policy.

Data Retention

Vest may retain your Personal Information (name, role, email address) for as long as your account, membership, customer relationship or any other business relationship with Vest, as applicable, is active

and as needed to provide you with products or services. In addition, Personal Information may be retained for such additional time as may be required under applicable law. If you wish to cancel your account or request that we no longer use your Personal Information to provide you with products or services, contact us using the contact information provided below.

Cookies

When you use a Vest Website, Vest and third-party service providers may use “cookies.” Cookies involve placing small files/code on your device or browser that serve a number of purposes, such as remembering your preferences (e.g., language) and generally improving your experience on Vest Websites. Specifically, we may use such technology for purposes such as to:

- For functional purposes, such as to provide the Vest Websites and their content to you.
- For analytics purposes, such as to provide us with information about which portions of our Vest Websites and offerings are the most popular, enabling us to see what web pages a user visits and how much time a user spends on each page, and what communications are of interest to a user.
- To personalize your experience on the Vest Websites or in our interactions with you (e.g., to recognize you by name when you return to a Vest Website, to save your password in password-protected areas, or to tailor content, or product and service offerings to you).
- For advertising purposes, such as to provide advertisements to you (known as interest-based advertisements) that may be relevant to your interests.
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You can set your browser to notify you when you receive a cookie, giving you the opportunity to decide whether to accept it. You may continue browsing a Vest Website even if you decide not to accept the cookie, however certain capabilities of Vest Websites may be impaired. This Privacy Notice and Policy covers the use of cookies by Vest Websites and does not cover the use of cookies by any service providers to Vest Websites.

Vest uses Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies or similar technologies to help Vest Websites analyze how users use Vest Websites. Please review [“How Google uses data when you use our partners' sites or apps”](#) for information about how Google uses information collected through Google Analytics and how you may refuse the use of cookies. **Interest-Based Advertising**

Vest may use third-party advertising companies to provide you with Vest advertisements that may be relevant to your interests, as determined by your activity on Vest Websites and other websites. This type of ad-customization is known as “online behavioral” or “interest-based” advertising. These advertising companies may use cookies or similar technologies to understand your interests based on, for example, pages visited and browsing patterns on Vest Websites. The data collected when you interact with Vest Websites, content or services is used to display ads for Vest products or services on third-party websites. You can generally opt out of receiving personalized ads from third-party advertisers and ad networks which are members of the Network Advertising Initiative (NAI) or which follow the Digital Advertising Alliance (DAA) Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out pages on the NAI website (www.networkadvertising.org/choices) and the DAA website (www.aboutads.info/choices). Some of the third-party advertising companies used by Vest may have adopted the use of the DAA's Advertising Options icon (AdChoices) on these ads for the purpose of allowing users the ability to opt out of this form of tracking. You may click on the AdChoices icon to opt out of receiving interest-based ads that are served to you based on your activity on Vest Websites and other websites. You can also elect to block all cookies by using the cookie blocking options built into your browser software.

Policies for Children

Vest does not intentionally collect or use any Personal Information from users under 16 years of age. No data should be submitted to Vest Websites by users under 16 years of age. If a child under 16 has provided Personal Information to us, we encourage the child's parent or guardian to contact us through the contact information provided below to request that we remove the information from our systems. If you are under the age of 16, do not provide us with any Personal Information.

Links to Third-Party Websites

For the user's convenience, Vest Websites may provide links to other external websites. The listing of a link by Vest should not be construed as a sponsorship, endorsement or approval of such websites, their content, or as an indication of the value of any claims, recommendations or other information contained therein. Vest Website users should be aware that Vest has no control over any linked website and is not responsible for the contents or privacy practices of any linked website or any link on a linked website. Vest urges our users to be aware of when they exit the Vest Website and to carefully read the privacy statements of each website that collects Personal Information. This Privacy Notice and Policy is applicable only to data collected by a Vest Website.

Access to Personal Information

If you choose to update or delete Personal Information previously provided to Vest, to the extent allowed by law, Vest will endeavor to correct, update or remove the Personal Information being maintained by Vest. You can do this by contacting us at contact@vestfin.com.

Choice/Opt-Out

Vest Websites provide registered users the opportunity to opt out of receiving communications from us at the point where we request data about the user. If you opt in, Vest may (1) share the data with those organizations with which Vest has a direct or indirect business relationship; (2) use the data for its own internal purposes, or (3) contact you for market-related research.

If you prefer not to receive traditional mail or other off-line promotions from Vest or from organizations with which Vest has a direct or indirect business relationship, you may send an e-mail to contact@vestfin.com. Please include your full name and mailing address.

To remove yourself from any Vest e-mail lists, you may send an e-mail to contact@vestfin.com.

If you have any other questions about opting out of any communications from Vest, you may send an e-mail to contact@vestfin.com.

Notice to California Customers — Your Privacy Rights

The California Consumer Privacy Act ("CCPA") provides California residents privacy rights with respect to certain personal information. If you are a California resident, please visit our [California Privacy Notice](#) for more information. The California Privacy Notice supplements and should be read in conjunction with this Privacy Policy.

Categories of Personal Information We Disclose or Sell

We retain records of your Personal Information for as long as necessary to comply with legal and regulatory obligations. In the preceding 12 months, we have not sold Personal Information for a business purpose.

Response Timing and Procedures

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. We will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable.



For data portability requests, we will select a format to provide your Personal Information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Notice of Changes

Vest reserves the right to update or change this Privacy Notice and Policy or any part of it from time to time without prior notice. Vest encourages you to review this Privacy Notice and Policy periodically for changes. You may at any time contact us to request a copy of this Privacy Notice and Policy.

Contact Information

If you have any questions regarding this Privacy Notice and Policy, please contact us using the information below.

Vest

Attention: Data Protection

Email: contact@vestfin.com

Please include your name, contact information, and the specific website, mobile site, application, and/or other service in your request.

Only inquiries about this Privacy Policy should be sent to the address above. No other communications will be accepted or responded to.