EQUITY PLANNING GROUP, INC
A REGISTERED INVESTMENT ADVISORY FIRM

Privacy Policy Notice

Our Promise to You

As a client of Equity Planning Group, Inc., you share both personal and financial information with us. Your privacy is important to us, and we are dedicated to safeguarding your personal and financial information.

Information Provided by Clients

In the normal course of doing business, we typically obtain the following non-public personal information about our clients:

- Personal information regarding our clients' identity such as name, address, and social security number;
- Information regarding securities transactions effected by us; and
- Client information such as net-worth, assets, income, bank account information and account balances.

How We Manage and Protect Your Personal Information

We do not sell information about current or former clients to third parties, nor is it our practice to disclose such information to third parties unless requested to do so by a client or client representative or, if necessary, in order to process a transaction, service an account or as permitted by law. Additionally, we may share information with outside companies that perform administrative services for us. However, our contractual arrangements with these service providers require them to treat your information as confidential.

In order to protect your personal information, we maintain physical, electronic and procedural safeguards to protect your personal information. Our Privacy Policy restricts the use of client information and requires that it be held in strict confidence.

Equity Planning Group, Inc. · 7035 Orchard Lake Road, Suite 700 · West Bloomfield, MI 48322
(248) 932-4600 · FAX (248) 932-4610

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.

Please do not hesitate to contact us with any questions you may have about this notice.

Equity Planning Group, Inc. · 7035 Orchard Lake Road, Suite 700 · West Bloomfield, MI 48322
(248) 932-4600 · FAX (248) 932-4610