

## **PRIVACY**

### **Applicability of this policy**

This policy applies to visitors to the [www.LavanFinancialGroup.com](http://www.LavanFinancialGroup.com) website (the "Site") when accessed from within the United States of America.

Lavan Financial Group, LLC (referred to herein as "**LFG**," "**us**" or "**we**" and variants such as "**our**") is committed to maintaining the privacy and security of your personally identifiable information. As part of our commitment to information privacy, we have adopted this Privacy Policy to inform you of our information gathering practices and the ways in which we may use the information we receive. This Privacy Policy applies to all personal information submitted to us for use with or in connection with our Site. By providing your personal information to us on our Site, you consent to the collection and use of that information in accordance with this Privacy Policy.

### **Information We Collect**

We collect information about you when you voluntarily submit it to us. Throughout our Site, we provide the opportunity to register for our communications, and we may offer other interactive features (e.g., asking you to participate in an online survey).

At the present time, we do use cookies. Cookies are small files saved onto your computing device that save and retrieve information about you or your visit to [LavanFinancialGroup.com](http://LavanFinancialGroup.com) - for example, how you entered our Site, how you navigated through the Site, and what information was of interest to you.

Note that we obtain analytics services from Google LLC ("Google") through use of their Google Analytics product. In order for Google to provide this service to us, they place a cookie or cookies on your computing device which allows Google to track certain information about you, your technology or activities online, such as your geographic location, the IP address from which you connected to the Internet, information about your computing device, your browser and your Internet provider. We do not control such data collection or how Google uses the data they collect. We recommend that you go to Google's website to review their privacy policy, so that you understand how Google collects data about you and your technology, and what they do with it. The general Google services privacy policy can be found here: <https://policies.google.com/privacy?hl=en&gl=ZZ>

### **How do we use this information?**

We analyze the information you provide to us to determine how we can tailor [LavanFinancialGroup.com](http://LavanFinancialGroup.com) to make it more effective. We may use your information collected through the Site to send you information about topics we think may be of interest to you, and to send you any information you have requested from us. We may also use data for other purposes, which we would describe to you at the point we collect the information.

### **To Whom We Disclose Information**

We will not sell your personal information, except in the event of that our company undergoes a merger, corporate restructuring, or a sale of all or substantially all of our assets.

However, we may share your information with our consultants for the purpose of them providing services to us, for Site improvement and to understand our audience. Also note that Google collects information about you, as stated above, and we do not control such collection of data, or what Google does with your data once they collect it.

### **What about sensitive personal data?**

We do not collect sensitive personal data through this Site. If we do seek to collect such data, we will ask you to consent to our proposed uses of the data. We ask that you not send us any sensitive

information through the Site. If you decide to send us such information, by providing us with such unsolicited sensitive personal data, you consent to our using the data subject to applicable law as described in this Privacy Policy. The references to "sensitive personal data" are to the various categories of personal data identified by data privacy laws as requiring special treatment, including in some circumstances the need to obtain explicit consent. These categories comprise personal identity numbers, personal data about personality and private life, racial or ethnic origin, nationality, political opinions, membership of political parties or movements, religious, philosophical or other similar beliefs, membership of a trade union or profession or trade association, physical or mental health, genetic code, addictions, sexual life, property matters or criminal record (including information about suspected criminal activities).

### **Mail Choice/Opt-out**

Visitors who no longer wish to receive updates or notifications or change the frequency of such communications may choose to do so by contacting Lavan Financial Group at [info@LavanFinancialGroup.com](mailto:info@LavanFinancialGroup.com). All notification emails and newsletters include the instructions for opting-out of those communications in the future.

### **What about data security?**

We endeavor to take reasonable steps to maintain the security of your data collected through Lavan FinancialGroup.com. You should understand that the open nature of the Internet is such that data may flow over networks without security measures and may be accessed and used by people other than those for whom the data is intended.

Currently, various browsers offer a do-not-track ("DNT") option that is designed to send a signal to websites visited by the user about the user's DNT preference. You can usually access your browser's DNT option in your browser's preferences. While some industry groups have indicated a desire to develop a DNT technology standard, no standard has been adopted to date. Without an industry standard for DNT, users cannot know how any given company or browser will comply with DNT signals. Given the lack of a standard at this time, we do not comply with DNT signals from your browser at this time.

We may track your activities online across websites and over time.

### **Third Party Links and Services**

This Site contains third party links that can be used to access certain services provided by third parties. This Privacy Policy does not address data collection or processing by any of those service providers.

### **Privacy Statement Changes**

Lavan Financial Group reserves the right to amend this Privacy Policy from time to time.

If you have any questions please contact us at [Info@LavanFinancialGroup.com](mailto:Info@LavanFinancialGroup.com)