



BRADY INVESTMENT COUNSEL LLC

GROWTH & INCOME | SOCIALLY RESPONSIBLE

Privacy Policy

Effective Date: 10/17/2024

Introduction

At Brady Investment Counsel LLC, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your information.

Information We Collect

We may collect the following types of information:

- **Personal Identification Information:** Name, address, email address, phone number, Social Security number, and other identifiers.
- **Financial Information:** Account balances, transaction history, investment preferences, and other financial details.
- **Communications:** Information contained in emails, text messages and voicemails. In addition, make written notes of certain phone and in-person conversations.

How We Use Your Information

We use your information to:

- Provide and manage your investment accounts.
- Communicate with you about your accounts and our services.
- Comply with legal and regulatory requirements.
- Improve our services and website.

Information Sharing

We do not sell or rent your personal information to third parties. We may share your information with:



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- **Service Providers:** Companies that perform services on our behalf, such as data processing and customer support.
- **Regulatory Authorities:** As required by law or regulation.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets.

Security Measures

We implement various security measures to protect your personal information, including access controls to data storage. Despite our efforts to protect your personal information, Brady Investment Counsel LLC does not guarantee your information's safety and/or security. By sharing your information with Brady Investment Counsel LLC, you acknowledge the risk of doing so and consent to the foregoing.

Your Rights

You have the right to:

- Access and review your personal information.
- Request corrections to inaccurate or incomplete information.
- Opt-out of certain data collection and sharing practices.

Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new policy on our website and updating the effective date.

Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

- **Email:** david.brady@bradyinvestmentcounsel.com
- **Phone:** (630) 453-0016
- **Address:** 102 W. Virginia Ave. Normal, Illinois 61761-3663



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Cordially,

David P. Brady

David P. Brady, CFA
Chief Investment Officer