

HK Alliance, LLC
3390 Asbury Road
Dubuque, IA 52002
(563) 582-2855

NOTICE OF PRIVACY POLICY

Our goal is to provide you with all of the financial services you need, when you need them. In helping you achieve your financial goals, we understand that protecting the privacy of your financial information is important to you. We want you to understand what information we collect and how we use it. This privacy notice describes our practices for safeguarding your personal information and our commitment to protecting your privacy. The following policy serves as a standard for all of our employees for collection, use, retention and security of non-public personal information which you may choose to provide to us on this website.

Collection of Information

We collect certain information about you through this website, but only when that information is provided by you or is obtained by us with your authorization. You may choose to provide either business or personal information (such as your name, address, business telephone number and email address) on this website. The following are ways you may provide us information and the types of information you may submit, as well as how we may use the information:

1. Contacting Us

If you wish to receive additional information provided on our website, we ask that you provide to us certain information such as your name, email address and business _contact information, as well as an indication of which of our services you are interested in receiving more information. You may request this information by completing the "Contact Us" form located on our website.

Additionally, we may send you details of products and services which we think may be of interest to you, but will only do so if you have indicated that you wish to receive such communications. If you no longer wish to receive such communications, you may contact us, and we will stop providing you with such information.

2. Event Registration

If you wish to attend an HK Alliance, LLC-sponsored seminar or other event, we ask you to provide certain information such as your name, address, business telephone number and email address. We will use this information solely for the purpose of contacting you regarding the event. We will not sell nor give away your information to any third-party vendors. You may complete the "Event Registration" form located on our website in order to allow us to contact you regarding the event. We will not sell nor give away your information to any third-party vendors. You may complete the "Event Registration" form located on our website in order to allow us to contact you regarding events that you wish to attend.

Tracking Activity on Our Website

Unless you fill out a "Contact Us" or "Event Registration" form or otherwise provide us with information, we will not collect personally identifiable information from you while you browse our website. However, we may track whether a visitor to the website is new or returning by using cookies. The cookies are used for the purpose of statistical reporting, and cannot be tracked to you individually. We may also use tracking services in order to determine if a visitor to our website accessed the website from a third-party advertisement service. This information is used to keep statistical records related to the website use and access, and does not contain any information that could identify an individual user.

Surveys and Questionnaires

We may occasionally ask visitors to our website to complete online surveys or questionnaires about their activities, attitudes and interests. These surveys and questionnaires are voluntary and will be used only to help us monitor and better understand the needs of our website visitors.

Information Sharing

We treat all information we collect from our website in a confidential manner. We do not sell, rent, trade or otherwise disclose personal information about our website visitors to any non-affiliated third parties, except as required or permitted by law or by this Notice of Privacy Policy. We may share information with our affiliates and with service providers we may retain to perform services on our behalf. These service providers are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or to comply with legal requirements. In addition, we may disclose information about you (i) if we are required to do so by law or legal process, (ii) in response to a request from law-enforcement authorities or other government officials or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity.

Children's Online Privacy

While the content of this web page is suitable for all audiences, no person under the age of eighteen (18) should submit any information. We will never knowingly collect or maintain personally identifiable information for any person under the age of eighteen (18).

Security

We have implemented and followed strict security standards and procedures to prevent any unauthorized access to your personal information. Only properly authorized employees may access information we collect from or about you. We regularly test our technology and utilize multiple procedures to protect the confidentiality of information about you.

Updates to Notice of Privacy Policy

We may update or change this Notice of Privacy Policy from time to time without prior notice to you. In the event that there is a significant change to the privacy policy, we will post a prominent note of such change on our website that indicates when the privacy policy was changed.

How to Contact Us

If you would like us to update your contact information or remove you from our contact lists, or if you have any questions about our information practices, please contact us at the business address or phone number listed above.