



## **PRIVACY POLICY**

**Valdés & Moreno, Inc.** respects the privacy of our customers and protects nonpublic personal information you provide us. We do not sell or give away our customer list to any person, organization, or vendor whatsoever. This notice informs you, our valued customer, how we collect, use, and protect nonpublic information about you.

### **Collecting information in the normal conduct of our business**

We collect, use, and retain nonpublic personal information about you for the purpose of providing you brokerage and investment-related services and in responding to your specific investment needs and requests. We collect information about you from the following sources:

1. Information you provide us on customer agreements and accompanying forms that is required for us to transact instructions in your account, information you provide us in response to our requests, or information you provide us otherwise. This includes identifying information such as your name, address, social security number, date of birth, and government issued identification that allows us to open an account for you. In addition, financial information such as your income, net worth and investment objectives that allows us to serve you better.
2. Information about your transactions with us. This includes information such as securities you have bought and sold, money balances and payment history.

### **Disclosing information**

We do not disclose nonpublic personal information about our customers to third parties, other than those acting on our behalf, such as our clearing broker, Hilltop Securities, Inc., needed in the normal course of business or as required by law or regulatory authorities. In rare cases, we may be compelled by law to disclose information to law enforcement agencies or regulatory authorities without your authorization.

### **Protecting the confidentiality and security of information**

We restrict access to nonpublic personal information about you to our employees who need to know such information in order to serve you. We maintain physical, electronic, and procedural safeguards to protect the nonpublic personal information we have collected about you.

You have the right to obtain access to certain information we have about you. Further, you have the right to request such information be corrected if you feel it is inaccurate.

If you have any questions or would like additional information regarding our firm or this privacy policy or if you would like to obtain access to your information, please contact Kelly Jones at (816) 221-6700 or [kelly@valdesmoreno.com](mailto:kelly@valdesmoreno.com).

December 31, 2017

VM122017