Privacy Notice

March 2025

FACTS	WHAT DOES INDEPENDENT ADVISOR ALLIANCE GROUP, LLC. (“IAA”) DO WITH YOUR PERSONAL INFORMATION?
Why?	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
What?	The types of personal information we collect, and share depends on the product or service you have with us. This information can include: • Social Security Number and driver's license number • Account balances and income • Addresses and contact information When you are no longer our client, we continue to share your information as described in this notice.
How?	All financial companies need to share client’s personal information to run their everyday business. In the section below, we list the reasons financial companies can share their client’s personal information; the reasons IAA chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does IAA share?	Can you limit this sharing?
For our everyday business purposes – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or to report to credit bureaus.	Yes	No
For our non-affiliates everyday business purposes – Information about your transactions and experiences*	Yes	N/A
For our marketing purposes – to offer our products and services to you.	No	N/A
For joint marketing with other financial companies	No	N/A
For our affiliates’ everyday business purposes – Information about your transactions and experiences	No	N/A
For our affiliates to market to you	No	N/A
For nonaffiliates to market to you	No	N/A

Questions?	Call 888.430.1555 or visit independentadvisoralliance.com

*For our everyday business purposes - such as to process your transactions, maintain your accounts(s), respond to court orders and legal investigations, or report to credit bureaus. With broker-dealer firms having regulatory requirements to supervise certain of IAA’s activities.

Independent Advisor Alliance

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Who we are	
Who is providing this notice?	Independent Advisor Alliance, LLC.
What we do	
How does IAA protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does IAA collect my personal information?	We collect your personal information, for example, when you • Open or close an account • Authorize a trade or authorize a direct fee-deduction • Authorize to raise cash • Have a financial plan prepared We may also collect your personal information from other companies.
Why can't I limit all sharing?	Federal law gives you the right to limit only • Sharing for affiliates' everyday business purposes – information about your creditworthiness • Affiliates from using your information to market to you • Sharing for nonaffiliates to market to you State laws and individual companies may give you additional rights to limit sharing.
Definitions	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. *Independent Advisor Alliance, LLC has no affiliated entities with common ownership.*
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. *These include broker/dealers, mutual fund companies, insurance companies and other financial institutions.** *Independent Advisor Alliance, LLC shares information with broker-dealer firms having regulatory requirements to supervise certain activities of IAA's representatives who are also registered with a broker-dealer firm.*
Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. *Independent Advisor Alliance, LLC does not do joint marketing.*