

REITZ CAPITAL ADVISORS LLC

PRIVACY POLICY 2024

Reitz Capital Advisors LLC (“*Reitz Capital Advisors*” or “*Adviser*”) as a Registered Investment Advisory Firm, is covered under the definition of a “financial institution” under the Gramm-Leach-Bliley Act (the “*Act*”). The Adviser is therefore subject to Act as well as the rules of privacy imposed on financial professionals by state regulators. In many cases, as is the case in Michigan, the state rules defer to the United States Securities and Exchange Commission’s Privacy Rule (“*Regulation S-P*”).

To maintain compliance, every broker, dealer, investment company and registered investment adviser is required to adopt policies and procedures reasonably designed to safeguard customer records and information.

In its role as Investment Adviser, Reitz Capital Advisors routinely collects nonpublic personal information from clients and prospective clients in order to provide financial and/or investment advisory services. This information will generally include but is not limited to:

- Information provided within applications, forms and other data provided to the Adviser either verbally or in writing, and include but are not limited to your name, address, phone number, account information, social security number, employment, assets, income and debt;
- Information about your transactions, accounts, trading activity and parties to transactions; health and beneficiary information (such as may pertain to insurance and/or planning issues);
- Account and other information provided to the Adviser and its staff via other sources;
- Any other information that is deemed to be nonpublic personal information as defined by the Act and by state privacy rules.

Reitz Capital Advisors values its clients’ trust and confidence. We will never sell the nonpublic personal information we obtain from consumers or clients.

All information provided by clients or prospective clients to Reitz Capital Advisors, (including the Adviser’s personnel), and information and advice furnished by the Adviser to clients, shall be treated as confidential and shall not be disclosed to unaffiliated third parties, except as directed by clients with written authorization, by application to facilitate the investment advisory services offered by the Adviser via an unaffiliated financial services provider (such as the client’s custodial firm), or as required by any rule, regulation or law to which the Adviser or its staff may be subject.

Reitz Capital Advisors maintains clients records in a controlled environment and records are only available to the Adviser’s authorized personnel who have a need to access client information in order to delivery advisory services, provide administrative support, or to respond to client requests. Further, our position on protecting non-public personal information extends beyond the life of the Advisory Agreement.

Client information is retained in a protected manner for the time period required by regulators (five years from date of last use) and it is thereafter safely destroyed via deletion or secure destruction, via in-house shredding or via a contracted secured shredding service.

Consumers who provide information during an initial consultation or for other purposes but do not go on to become clients of the Adviser also receive privacy protection. Original information will be promptly returned in person or via the mail if the Adviser's services are not engaged. Alternatively, if nonpublic personal information is contained in copies of documents, notes or some other media, this information will be securely filed for a period of up to one year (depending upon likelihood of engagement) before being securely destroyed in the same manner noted above.

Clients are encouraged to discuss any questions regarding our privacy policies and procedures. We always enjoy hearing from you so please feel free to contact me with any questions relating to the services we provide you. Thank you.

Sincerely,

Mark Reitz, CFP®
Managing Member
Chief Compliance Officer