

Privacy Policy

We value the trust our clients have placed in us, and we are emphatically committed to safeguarding all non-public, personal information that we are required to obtain in our capacity as Registered Investment Advisors (“RIAs”). The following details are provided to inform our clients of how we manage their Personally Identifiable Information (“PII”).

Why are we providing this Policy? Appropriately, federal and state laws require RIAs to disclose methods of collection, sharing, and protections applicable to client PII.

What information do we collect from you? To facilitate certain essential client servicing tasks, such as account setup or to meet client legal or regulatory requirements, we may have to request and collect non-public PII. This type of PII may include information which is not readily known or accessible to the public, such as social security number, birth date, net worth, assets, income, accounts, account types, holdings, and asset locations.

What information do we collect from other sources? With advance client permission, we may also need to collect similar or redundant PII from external sources, such as through applications or other forms our client provides, paper statements, or digital transactions implemented by us or by other cooperating firms, or content that a client shares for the purpose of developing financial plans, portfolio analyses, and similar supportive financial services.

How do we share your information? For delivery of our contracted or client requested services we may disclose a client’s information to individuals and/or entities not directly affiliated with Cannon, but only in cases where a client’s authorization is explicit and/or contractually implied. Examples of this include a client’s other professional service advisors, retirement plan recordkeepers, insurance providers, investment custodians, third-party administrators, and authorized trustees. Cannon shares client information solely as needed to service client accounts. We do not disclose PII about existing or former clients to anyone outside of Cannon, except as required by law.

How do we protect your information? Internal to Cannon, visibility of or transacting with any form of client PII is limited to employees whose roles require such access to properly execute their servicing duties. Excepting the aforementioned co-servicing type entities, and/or by explicit client direction, Cannon will never disclose, share, or sell client PII to any external persons or entities. To prevent unauthorized access to PII that we store, including both hardcopy and electronic formats, we maintain physical, electronic, and procedural safeguards regarding client PII, ensuring that we steadfastly comply with internal policy, industry best practices, and federal and state regulations. These safeguards include the use of layered authentication, rigid software security standards, encrypted file storage and transfer, and secure physical environments.

Questions? For questions regarding this update and/or our privacy policy please feel free to contact your advisor or email ClientServices@CannonFinancialStrategists.com.