

## Privacy Statement

### Our Client Privacy Pledge

At Segall Bryant & Hamill, our clients' trust is important to us. Because you trust us with your financial and other personal information, we take the safeguarding and respect of this information very seriously. In order to maintain that trust, we pledge to protect your privacy by striving to adhere to the policy outlined below.

Personal information we obtain is limited but may come to use through account opening documents and custodial statements. The type of information collected is personal financial information, transaction and various other similar items of personal information. This information is important to provide the best service to you.

There may be times when such information is provided to our affiliates to enable us to receive services such as accounting, legal and compliance matters. Also, we provide such client information to other third party service providers when it is essential for the servicing of your account (i.e., transactional services). We may disclose such information to other third parties that we believe is necessary for the conduct of our business or where disclosure is required by law. We will subject such disclosures to confidentiality agreements.

It is our policy that we do not provide current and former customer names and account information to any outside firms, persons or organizations (such as catalogue or direct mail companies) unless there is a pre-existing relationship you have established, such as a custodian or professional service provider (i.e., attorney, accountant), you have provided authority for us to do so or in situations where we have a legal or regulatory obligation to provide such information.

It is our policy to not provide any other businesses with any information specific to accounts maintained at Segall Bryant & Hamill for the purpose of marketing or business leads.

It is our policy regarding documentation containing sensitive client information (i.e., name, address, SSN, account number, credit information, etc.) to dispose of sensitive client information in a manner whereby the information cannot be read or reconstructed. This includes shredding the information on a timely basis.

It is our policy to remove all data from computers so that the information cannot be restored or reconstructed before the computer is donated or disposed.

Your information is protected in various manners. All employees are subject to a policy regarding confidentiality. Employees who violate our privacy policy are subject to disciplinary process. In addition, our internal systems are secured through encryption technology, passwords and physical safeguards. We strive to maintain the confidentiality of your account and any other personal information.

### Segall Bryant & Hamill Online Privacy Policy

#### Security of Your Information

Your privacy is very important to us at Segall Bryant & Hamill (SBH). We maintain physical, electronic, and procedural safeguards that comply with applicable federal or state standards to protect your nonpublic personal information. We

restrict access to your nonpublic personal information to SBH employees who need to know that information to service your account.

This Online Privacy Policy describes how SBH collects information from users of our website including the use of cookies.

### **Information we collect about users of our website and social media sites**

We collect personal information about users through our website and SBH webpages on social media sites such as LinkedIn, which may include the following:

- Information users provide when they enter information on our website, such as when submitting a “Contact Us” message (such as name and email address);
- Information users provide when requesting literature such as applications or prospectuses (such as name, address, phone number, and email address);
- Information users provide when posting content on social media sites;
- Information users provide in their social media bio;
- Information captured in our web logs such as device information (e.g. device brand and model, screen dimensions), unique identification numbers (e.g. IP address and device ID), and browser information (e.g. URL, browser type, pages visited, date/time of access);
- Information captured by cookies (see section on “Cookies and how we use them” below).

There may be times when such information is provided to our affiliates to enable us to receive services such as accounting, legal and compliance matters. Also, we provide such client information to other third party service providers when it is essential for the servicing of your account (i.e., transactional services). We may disclose such information to other third parties that we believe is necessary for the conduct of our business or where disclosure is required by law. We will subject such disclosures to confidentiality agreements.

### **Cookies and how we use them**

This website uses cookies to improve your browsing experience while you navigate through the website. A cookie is a small text file which includes a unique identifier that is sent by a web server to the browser on your computer, mobile phone or any other internet enabled device when you visit an online site. Cookies and similar technologies are widely used to make websites work efficiently and to collect information about your online preferences.

We categorize cookies as necessary and not necessary. Cookies that are categorized as necessary are stored on your browser as they are essential to the basic functionalities of the website.

Cookies that are not necessary include performance and targeting cookies and include third-party cookies that help us analyze and understand how you use this website. These cookies will be stored on your browser only with your consent. You have the ability to opt-out of these cookies but this may have an impact on your browsing experience.

Ways that we use cookies and other tracking technologies include:

- To assist you in navigation;
- To analyze your use of our products, services or applications;
- To assist you with our promotional and marketing efforts;

- To maintain and enhance our website and the services and information we offer;
- To analyze trends in our users' behavior.

## **Website analytics and online tracking**

We may share aggregated anonymous data concerning our users as collected through our website with certain third-party analytic services such as Google Analytics to better understand your use of our website and our services. Google Analytics collects information such as how often users visit the websites, what pages they visit and what other sites they used prior to visiting. Google uses the data collected to track and examine the use of the websites, to prepare reports on its activities and share them with other Google services. Google may use the data collected on the websites to contextualize and personalize the ads of its own advertising network. Google's ability to use and share information collected by Google Analytics about your visits to the websites is restricted by the Google Analytics Terms of Service and the Google Privacy Policy. Google offers an opt-out mechanism for Google Analytics here: <http://tools.google.com/dlpage/gaoptout>.

You can change your privacy preferences regarding the use of cookies and similar technologies through your browser. Useful information about the technical aspects of cookies can be found at <http://www.allaboutcookies.org>.

As a general rule, we do not permit any third parties (such as advertisers) to install cookies on our websites or engage in behavioral advertising. However, our site contains links to other websites operated by third parties, including social media websites, such as LinkedIn. These third party websites may collect information about you if you click on the link and may automatically record information about your browsing behavior every time you visit a website that has a social media button or link. Your interactions with these features are governed by the privacy policy of the company providing the feature, not by our online privacy policy. We do not control what information these third parties collect.

## **Your rights – California Consumer Privacy Act (CCPA)**

Under the CCPA, California residents are granted certain rights related to the personal information held by a business. If applicable, these rights include:

- To request that we disclose personal information we have collected about you and sources in the past 12 months;
- To request that we delete your personal information (except as legally required or under exceptions identified in the CCPA);
- To request that we disclose the business purpose for collecting your personal information; and
- To request that we disclose the categories of your personal information we shared with third parties and the categories of third-parties with whom we share your information.

If the CCPA applies to you and you wish to exercise any of these rights please contact the Compliance Department using the contact information provided below. We may need to seek further information from you to confirm your identity before we release any personal information. This does not affect your right to make a complaint. We do not discriminate against consumers because they have exercised any of the consumer rights in the CCPA.

## **Policy changes**

We reserve the right to change or update this Online Privacy Policy at any time without prior notice. We are committed to conducting business in accordance with these guiding principles in order to ensure the confidentiality of your personal information is protected and maintained.

## **Contact**

If you have any questions regarding this policy or the personal information we collect through our website, please contact us by email at [contactus@sbhic.com](mailto:contactus@sbhic.com) or by mail:

### **Segall Bryant & Hamill**

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