



PRIVACY POLICY

January 15, 2012

Your Privacy Matters

You have provided your financial advisor / wealth manager and **Premier Financial Advisors, Inc.** ("PFA") with confidential information so that we can advise and help you meet your personal or organizations financial goals. Preserving this confidentiality and your privacy is of the highest importance to us. We hold all personal information provided to us in the strictest of confidence and we restrict access to your personal information to personnel who need that information to service your account and/or provide you with products and services. We enforce policies and procedures that preserve your privacy and maintain physical, electronic, and procedural safeguards to protect the security and confidentiality of your information.

How we protect your personal information:

Premier Financial Advisors, Inc. does not rent or sell your name or any other personal information and is committed to maintaining the confidentiality, integrity, and security of the information that is entrusted to us. It is the policy of **PFA** to keep confidential nonpublic information pertaining to each current and former client unless **PFA** is: (1) previously authorized by the client to disclose information to individuals and/or entities not affiliated with **PFA** including, but not limited to, the client's other professional advisors and/or service providers, such as their attorney, accountant, insurance agent, broker-dealer, investment advisor, account custodian, etc; (2) required to do so by judicial or regulatory process; or (3) otherwise permitted to do so in accordance with the parameters of applicable federal and/or state privacy regulations.

The nonpublic information that we collect from you may include information and records pertaining to personal and organization background, personal and organization financial profile, tax information/returns, investment objectives, investment holdings, account numbers, account balances, insurance policies, employee benefit programs, information about your health to the extent required for the financial planning process, information about transactions between you and third parties, etc. We use this information to assist you in meeting your personal and organization financial goals. The disclosure of information contained in any document completed by the client for processing and/or transmittal by **PFA** in order to facilitate the commencement /continuation / termination of a business relationship between the client and an unaffiliated third party service provider, such as a broker-dealer, investment adviser, account custodian, insurance company, etc., including information contained in any document completed and / or executed by the client for **PFA** such as an advisory agreement, client information form, etc., shall be deemed as having been automatically authorized by the client with respect to the corresponding unaffiliated third party service provider. Each individual and / or entity affiliated with **PFA** is aware of the privacy policy of **PFA** and has acknowledged the requirement to comply with same. In accordance with such privacy policy, each such affiliated individual and / or entity shall have access to information to the extent reasonably necessary for **PFA** to perform its services for the client, and to comply with applicable regulatory procedures and requirements. Federal and state regulators may review firm records as permitted by law.

Should you have any questions regarding the above, please contact John L. Diaz, CFP® President of Premier Financial Advisors, Inc. at 212-752-4343.

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Securities and certain investment advisory services offered through:

First Allied Securities, Inc. Member: FINRA & SIPC.

Premier Financial Advisors is a Registered Investment Advisor.

First Allied Securities, Inc. & Premier Financial Advisors, Inc. are not affiliated entities.