

FACTS**WHAT DOES JSF FINANCIAL, LLC 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 depend on the product or service you have with us. This information can include: <ul style="list-style-type: none"> ◦ Social Security number, income and employment information ◦ Account balances, assets and transaction history ◦ Investment objectives and financial goals
HOW?	All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons JSF Financial chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does JSF Financial share?	Can you limit this sharing?
For our everyday business purposes— to process your transactions, maintain you account(s), settle transactions, respond to regulatory inquires (including court orders and legal investigations or reports to credit bureaus.)	Yes	No
For our marketing purposes— to offer our products and services to you	Yes	No
For joint marketing with other non-affiliated companies	No	We do not share
For our affiliates' everyday business purposes— information as necessary to provide services	Yes	No
For our affiliates' everyday business purposes— information about your creditworthiness	Yes	Yes
For our affiliates to market to you	No	We do not share
For nonaffiliates to market to you	No	We do not share

TO LIMIT OUR SHARING	<ul style="list-style-type: none"> ◦ Call (323) 866-0833—or ◦ Mail the form below <p>Please note: If you are a <i>new</i> customer, we can begin sharing your information 30 days from the date we sent this notice. When you are <i>no longer</i> our customer, we continue to share your information as described in this notice.</p> <p>However, you can contact us at any time to limit our sharing.</p>
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QUESTIONS?	Call (323) 866-0833 or go to https://www.jsffinancial.com/
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MAIL-IN FORM

<p>Leave Blank OR If you have a joint account, your choice(s) will apply to everyone on your account unless you mark below.</p> <p><input type="checkbox"/> Apply my choices only to me]</p>	<p>Mark any/all you want to limit:</p> <p><input type="checkbox"/> Do not share information about my creditworthiness with your affiliates for their everyday business purposes.</p>	
	Name	
	Address	
	City, State, Zip	
	[Account #]	
		<p>Mail to: JSF Financial, LLC. 6300 Wilshire Blvd. Suite 700 Los Angeles, CA 90048</p>

WHO WE ARE

JSF Financial, LLC

WHAT WE DO

How does JSF 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 JSF Financial collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> ◦ Open an account or enter into an investment advisory agreement ◦ Give us your income information and your contact information ◦ Tell us about your investment or retirement portfolio ◦ Provide information as part of the financial planning process <p>We also collect your personal information from other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> ◦ 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 <p>State laws and individual companies may give you additional rights to limit sharing.</p>
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account—unless you tell us otherwise.

Definitions

Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies</p> <ul style="list-style-type: none"> ◦ <i>Information might be shared with our affiliate, ALJ Capital Management LLC, an SEC registered advisor, but only to service certain clients who maintain a relationship with ALJ Capital Management, LLC.</i>
Nonaffiliates	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> ◦ <i>JSF does not share with non-affiliates so they can market to you.</i>
Joint marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> ◦ <i>JSF doesn't jointly market</i>

Other important information

Information for California, Vermont customers: In response to applicable state law, if the mailing address provided for your account is in California or Vermont, we will automatically treat your account as if you do not want us to disclose your personal information to non-affiliated third parties for purposes of them marketing to you, except as permitted by the applicable state law.

