



FACTS	WHAT DOES EQUITY SERVICES, INC. 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 and income• Account balances and assets• Credit history and investment experience
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 customer's personal information; the reasons Equity Services, Inc. (ESI) chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Equity Services, Inc. share?	Can you limit sharing?
For our everyday business purposes— such as to process your transactions, maintain your account (s), respond to court orders and legal investigations, or report to credit bureaus	YES	NO
For our marketing purposes— to offer our products and services to you	YES	NO
For joint marketing with other financial companies	NO	We don't share
For our affiliates’ everyday business purposes— information about your transactions and experiences	YES	NO
For our affiliates’ everyday business purposes— information about your creditworthiness	NO	We don't share
For our affiliates to market to you	NO	We don't share
For nonaffiliates to market to you	NO	We don't share
Limited Third Party Disclosure ESI recognizes that when a representative leaves a firm, they often wish to take their client's information with them to facilitate the transfer of accounts. As a result, ESI will not prevent your representative from taking your client file (or the information contained within your client file) unless you provide instruction otherwise. Files typically contain your name, address, social security number, employment status, financial information, date of birth, account numbers, the types of products you have purchased, and your investment objectives.	YES	YES

To limit our sharing	<ul style="list-style-type: none">• Call 1-800-344-7437• Mail the form below
	Please note: If you are a new customer, we can begin sharing your information 30 days from the date we sent this notice. When you are no longer our customer, we continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.

Questions?	Call 1-800-344-7437 or go to www.equity-services.com
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Mail-in Form

Mark box below if you want to limit:

☐ Do not share my personal information as described in the Limited Third Party Disclosure.

Name:

Address:

City, State, Zip:

Account #:

Mail to:
Equity Services, Inc.
Attn: Privacy Update
One National Life Drive
Montpelier, VT 05604

Who We Are

Who is providing this notice?	Equity Services, Inc., (ESI) a registered broker-dealer, and investment adviser, sometimes doing business as ESI Financial Advisors, or Vermont Equity Services, Inc.
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What We Do

How does Equity Services, Inc. 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 Equity Services, Inc. collect my personal information?	We collect your personal information, for example, when you <ul style="list-style-type: none">• open an account or apply for insurance• direct us to buy securities or provide account information• enter into an investment advisory contract We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.
Why can't I limit all sharing?	Federal law gives you the right to limit only <ul style="list-style-type: none">• sharing for affiliates' everyday business purposes - information about your credit worthiness• affiliates from using your information to market to you• sharing for nonaffiliates to market to you State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account.
Does Equity Services, Inc. sell my personal information?	We do not sell our customer information to any third party for any reason.
How does Equity Services, Inc. verify the identity of someone requesting to make changes to my personal information?	To protect your personal information from unauthorized access and use, we maintain certain policies and procedures designed to verify the identity of anyone requesting a change to personal information.

Definitions

Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. <i>Our affiliates include companies with a National Life Group name; financial companies such as National Life Insurance Company, Life Insurance Company of the Southwest and NLG Capital, Inc.</i>
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. <i>ESI does not share with nonaffiliates so they can market to you.</i>
Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. <i>ESI doesn't jointly market.</i>

Other important information

Vermont and California Residents: In order to comply with state laws protecting Vermont and California residents we will automatically treat accounts with Vermont and California addresses on our records as if you have elected to opt-out for sharing with and marketing by affiliated companies, the 'Limited Third Party Disclosure' referenced above, and sharing with non-affiliated companies, and sharing with companies to jointly market to you, unless you have affirmatively told us that we can share your information. You may change your options by contacting us at the telephone number or address on the front page of this form.