

GLBA Notice

Rev.
November 17,
2025

FACTS	WHAT DOES WILLOW WEALTH INC. (“WILLOW WEALTH”) 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?	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> ● Income and assets ● Investment experience and risk tolerance ● Account transactions, transaction history, purchase history, and loss history ● Account balances ● Government issued identification number (such as a Social Security Number) 	
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 Willow Wealth chooses to share, and whether you can limit this sharing.	
Reasons we can share your personal information	Does Willow Wealth share?	Can you limit this 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	Yes	No
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 do not share
For our affiliates to market to you	No	We do not share

For nonaffiliates to market to you	No	We do not share
Questions ?	<ul style="list-style-type: none"> ▪ Call +1 (844) 943-5378; ▪ Visit us online: https://www.willowwealth.com/; or ▪ Email us at: privacy@willowwealth.com. 	
Who we are		
Who is providing this notice?	Willow Wealth Inc. (“Willow Wealth”)	
What we do		
How does Willow Wealth protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. We store your information with third party cloud services providers who maintain physical servers in secure storage locations.	
How does Willow Wealth collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> ● open an account ● provide account information ● give us your contact information ● give us your income information ● make deposits or withdrawals from your account <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>	
Definitions		
Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> ● Willow Wealth Markets LLC ● Willow Asset Management LLC 	

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>Nonaffiliates we share with may include our service providers (e.g., third parties that provide hosting, information technology, marketing, identity verification, and analytics services on our behalf), funds in which you choose to invest, payment processors, and other financial partners.</i>
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