



AMERICAN FINANCIAL ADVISORS, LLC
PRIVACY POLICY

January 1, 2015 Annual Notification

(This is strictly a yearly notification for your files. No Action is required unless your personal preferences have changed from your original signed policy on file at AFA, LLC.)

American Financial Advisors, LLC (“AFA”), its partners, affiliates and employees respect and are committed to protecting the privacy of you, our client. As part of the strategic wealth management process, we gather a large amount of personal information about you and your financial situation. It is our policy not to disclose any nonpublic personal information about our clients or former clients to unaffiliated third parties and do not plan on doing so in the future. However, in order to facilitate your financial wealth management process, it may be necessary to provide certain specific information to your account custodian(s), estate planning attorney, accountant, or your other advisor(s). These disclosures may include personal information about you such as your name, social security number, assets and income. Furthermore, regulatory authorities and law enforcement agencies may periodically review this information in order to determine compliance with securities laws. Aside from the aforementioned authorities, if you prefer that we not disclose such information to unaffiliated third parties, you may opt out of those disclosures by writing us and directing us to contact you in advance each time we feel it is necessary to disclose personal or financial information to unaffiliated third parties as part of the strategic wealth management process.

In order for unaffiliated third parties to gain access to your personal information, including financial services companies, consultants, and auditors, we require strict confidentiality in our agreements with them and expect them to keep this information private. ***We do not provide your personally identifiable information to mailing list vendors or solicitors for any purpose.***

Personally identifiable information about you will be maintained during the time you are a client, and for the required time thereafter that such records are required to be maintained by federal and state securities laws, and consistent with the CFP (Certified Financial Planners) Board Code of Ethics and Professional Responsibility. After this required period of record retention, all such information will be destroyed.

In conclusion, AFA is committed to protecting your privacy. We restrict access to client information to ensure that your personal information remains secure and confidential. We also maintain physical, electronic and procedural safeguards that comply with federal standards to protect your privacy.

In order to comply with the requirements of the Gramm-Leach Bliley Act and SEC Regulation S-P (signed into law on November 12, 1999 with an effective date of November 13, 2000), we have on file your original copy of this Client Privacy Policy.

If you have questions or concerns about our Client Privacy Policy, please feel free to contact Andria Williams, our firm’s Compliance Officer, at (770) 977-2434 or (888)413-9080.