

Privacy Policy

Introduction

Apex Financial Group and Mount Vernon Investment Center value your privacy and are dedicated to protecting your personal information. This privacy policy outlines how we collect, use, store, and protect your personal data, and your rights concerning this data. By using our website, you consent to the practices described in this policy.

Information We Collect

Personal Information

We may collect personal information that you provide to us, such as:

- Name
- Email address
- Phone number
- Address
- Financial information (when necessary for specific services)

Non-Personal Information

- IP address
- Browser type
- Operating system
- Pages viewed

- Time spent on the website
- Referring website

How We Use Your Information

Personal Information

We use the personal information we collect for various purposes, including:

- To provide and manage our services
- To respond to your inquiries and requests
- To send you important updates and information
- To personalize your experience on our website
- To improve our website and services

Non-Personal Information

Non-personal information is used to:

- Analyze and improve the performance and usability of our website
- Understand user behavior and preferences
- Track and measure the effectiveness of our marketing efforts

Cookies and Tracking Technologies

Our website uses cookies and other tracking technologies to enhance your browsing experience. Cookies are small data files stored on your device that help us remember your preferences and understand how you interact with our

website. You can control cookie preferences through your browser settings, but please note that disabling cookies may affect the functionality of our website.

Opt-Out Options and Mobile Information

You have the right to opt out of receiving marketing communications from us at any time by:

- SMS: Replying “STOP” to any SMS message you receive from us.
- Email: Clicking the “unsubscribe” link in any email you receive from us.

More on mobile information usage, collection and privacy

- Our SMS program provides updates, notifications, and promotional messages related to our services. By subscribing to our SMS program, you consent to receive SMS messages at the phone number provided. Message frequency may vary based on your interaction with our service.
- We do not share your mobile information with third parties or affiliates for marketing or promotional purposes. Additionally, all the categories of personal data mentioned above exclude text messaging originator opt-in data and consent. This information will not be shared with any third parties under any circumstances. However, we may share your data with trusted service providers who assist us in operating our SMS program, provided they agree to keep your data confidential and use it solely for the purpose of providing services on our behalf.
- You have the right to access, correct, verify, or remove your personal information at any time. To manage your information, please contact us at 319-390-2903.
- Opt-Out Option: If you wish to opt-out of receiving SMS messages, you may do so at any time by replying “STOP” to any of our messages or by contacting us directly at 319-390-2903. Opting out will not affect your other interactions with our services.

Information Sharing and Disclosure

Apex Financial Group and Mount Vernon Investment Center does not sell, trade, or rent your personal information to third parties. We may share your information with trusted third parties who assist us in operating our website and providing our services, as long as they agree to keep your information confidential.

We may also disclose your information when required by law or to protect our rights, property, or safety, as well as the rights, property, and safety of our users and others.

Data Security

We implement a variety of security measures to protect your personal information. These measures include physical, electronic, and procedural safeguards to prevent unauthorized access, use or disclosure of your information.

Third-Party Links

Our website may contain links to third-party websites. Apex Financial Group and Mount Vernon Investment Center is not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party sites you visit.

Children's Privacy

Our website is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If we become

aware that we have inadvertently received personal information from a child under the age of 13, we will delete such information from our records.

Changes to This Privacy Policy

Apex Financial Group and Mount Vernon Investment Center reserves the right to update this Privacy Policy at any time. We will notify you of any significant changes by posting the updated policy on our website with the revised date. Your continued use of the website after any changes indicates your acceptance of the updated Privacy Policy.

Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Apex Financial Group

3720 Queen Ct SW Ste 6, Cedar Rapids, IA 52404

Email: Info@myapexfg.com

Phone: (319) 390-2903

By using our website, you signify your acceptance of this Privacy Policy. If you do not agree to this policy, please do not use our website. Your continued use of the website following the posting of changes to this policy will mean that you accept those changes.