

RIVER AND MERCANTILE LLC Privacy Notice Statement

River and Mercantile LLC (hereafter known as "River and Mercantile") respects the privacy and confidentiality of all client information. While the SEC's (Securities Exchange Commission) privacy rule, Regulation S-P, requires investment advisors to issue initial and annual privacy notices only to "consumers" or "customers" that are *individuals*, River and Mercantile considers privacy to be important to all types of clients. We believe that maintaining your trust and confidence is one of our highest priorities and therefore we have implemented a strict privacy policy and provide a brief description of our privacy practices to share with our current and prospective customers what information we collect and how we use it.

Maintaining the confidentiality of the personal information of our current and prospective customers is one of our highest priorities. This privacy statement sets forth the type of information we collect, how that information is used by us and shared with others, and how we protect your information.

Regulation S-P places an affirmative obligation on advisors to ensure the security and confidentiality of your nonpublic personal information, which is defined as personally identifiable financial information, obtained in any of the following ways:

- Information supplied by the client
- Information resulting from transactions
- Information obtained in providing products or services

River and Mercantile may come in contact with nonpublic personal information about participants in your retirement plan(s) such as name, address, e-mail address, social security number, birth date, annual income and marital status. We will also collect information about you when visiting our website. We may use a so-called 'cookie' to track the amount of time you spend on our website, the parts of our website you visited and other technical information. We use this information to improve the functionality of our web site.

River and Mercantile does not disclose nonpublic personal information to third parties except as permitted by you or permitted by law.

River and Mercantile LLC has procedures in place that we believe are reasonably designed to protect the security and confidentiality of your information. These include confidentiality agreements with companies we hire to help us provide services to you, password-protected user access to our computer files and strict confidentiality policies that apply to all River and Mercantile personnel. River and Mercantile maintains physical, electronic and procedural safeguards to ensure the security of your nonpublic personal information which include, for example, firewall hardware for protection of our computer network, the latest anti-virus and server security software, locked physical client file storage, restricted access to our computer files containing client information, certified information destruction and key lock entry to our office suite.