

Simpli-FI ALPHA

Registered Investment Adviser
CRD #331746

PRIVACY POLICY

Document Version	2.1
Effective Date	February 2026
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Next Review	February 1, 2027
Document Owner	Chief Compliance Officer
Regulatory Authority	Regulation S-P (17 CFR Part 248); Gramm-Leach-Bliley Act

Simpli-FI Alpha LLC

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1. Purpose

Investment advisers are required by law to inform their clients of their policies regarding the privacy of client information. Simpli-FI Alpha LLC ("the Firm") is committed to safeguarding the confidential information of our clients.

2. Types of Nonpublic Personal Information We Collect

We collect nonpublic personal information about you that is either provided to us by you or obtained by us with your authorization, including:

- Social Security Number, Date of Birth
- Banking Information, Financial Account Numbers and/or Balances
- Sources of Income
- Credit Card Numbers or Information

3. Parties to Whom We Disclose Information

All Investment Advisers may need to share personal information to run their everyday business. We may share your personal information in the following circumstances:

- For everyday business purposes — to process your transactions, maintain your account(s), respond to court orders and legal investigations
- For our marketing — to offer our products and services to you

4. Protecting Confidentiality and Security

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards, secured files, and secured building access.

5. How We Protect Former Client Information

When you are no longer our customer, we may continue to share your information only as described in this notice. We will not share your information with nonaffiliates for their marketing purposes.

6. Opting Out

Federal law allows you the right to limit the sharing of your nonpublic personal information. You may opt out at any time by contacting our office.

7. Questions

Your privacy, our professional ethics, and the ability to provide you with quality financial services are very important to us. If you have any questions, please contact us at (940) 373-0151 or info@simpli-fi-alpha.com.

Version History

Version	Date	Author	Changes
1.0	July 17, 2025	COMPLY	Initial policy creation
2.0	January 2026	Hunter Lott (CCO)	Enhanced disclosure language
2.1	February 2026	Hunter Lott (CCO)	Template standardization, address correction

Adoption

This Policy has been adopted by the Managing Members of Simpli-FI Alpha LLC. Formal acknowledgment is documented through the Policy Acknowledgment & Adoption form maintained in the firm's compliance records.

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