Vermillion Private Wealth, Ltd. Co.

283 Lincoln Ave. Suite 102
Lexington, KY 40502

Privacy Policy

(859) 684-2511

james@vermillionprivatewealth.com

Dated March 12, 2024

Vermillion Private Wealth, Ltd. Co. is registered as an Investment Adviser with the State of Kentucky. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about VPW is available on the SEC's website at www.adviserinfo.sec.gov, which can be found using the firm's identification number, 309240.

Privacy Policy

Vermillion Private Wealth, Ltd. Co. recognizes that our relationships with current and prospective clients are based on integrity and trust. We work hard to maintain your privacy and to preserve the private nature of our relationship with you. We place the highest value on the information you share with us. Vermillion Private Wealth, Ltd. Co. will not disclose your personal information to anyone unless it is required by law or at your direction. We will not sell your personal information. Vermillion Private Wealth, Ltd. Co. will provide the privacy statement to all clients annually.

We want our clients to understand what information we collect, how we use it, and how we protect your personal information.

Why We Collect Your Information

We gather information about you so that we can:

- Help design and implement the investment and planning-related services we provide you; and
- Comply with the Federal and State laws and regulations that govern us.

What Information We Collect and Maintain

We may collect the following types of "non-public personal information" about you:

- Information from our initial meeting or subsequent consultations about your identity, such as your name, address, social security number, date of birth, and financial information.
- Information that we generate to service your financial needs.
- Information that we may receive from third parties with respect to your financial profile.

What Information We Disclose

We are permitted by law to disclose non-public information about you to unaffiliated third parties in certain circumstances. For example, in order for us to provide planning or investment management services to you, we may disclose your personal information in limited circumstances to various service providers, such as our clearing firm or independent contractors hired by Vermillion Private Wealth, Ltd. Co.. Additionally, in the event of the death or incapacitation of Mr. Vermillion, the Business Continuity Plan will allow a third-party access to client information. In this situation, the third party will have access to Client names, physical address, phone number, and email address. The third-party will be responsible for contacting you to inform you of the death or incapacity of Mr. Vermillion, and you will be provided with the contact information for the custodian that is holding and handling your accounts.

Vermillion Private Wealth, Ltd. Co. has a written Business Continuity Plan that outlines the details of this arrangement. A copy of the Business Continuity Plan may be provided to you upon request.

Otherwise, Vermillion Private Wealth, Ltd. Co. will not disclose any personal information about you or your account(s) unless one of the following conditions is met:

- We receive your prior written consent; or
- We have documentation that the recipient is your authorized representative; or
- We are required by law to disclose information to the recipient

How We Protect Your Personal Information

We maintain physical, electronic, and procedural safeguards to protect your confidential personal information.