

FACTS

WHAT DOES HERON FINANCE DO WITH YOUR PERSONAL INFORMATION?

Why?	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
What?	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"><li>■ Social Security number and income</li><li>■ account balances and transaction history</li><li>■ risk tolerance and employment information; or</li><li>■ investment experience.</li></ul>
How?	All financial companies need to share customers’ personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers’ personal information; the reasons Warbler chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Heron Finance share?	Can you limit this sharing?
<b>For our everyday business purposes—</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes—</b> to offer our products and services to you	Yes	Yes
<b>For joint marketing with other financial companies</b>	No	We don’t share
<b>For our affiliates’ everyday business purposes—</b> information about your transactions and experiences	Yes	Yes
<b>For our affiliates’ everyday business purposes—</b> information about your creditworthiness	No	We don’t share
<b>For our affiliates to market to you</b>	Yes	Yes
<b>For nonaffiliates to market to you</b>	No	No

To limit our sharing	<ul style="list-style-type: none"><li>■ Email us at: <a href="mailto:support@help.heronfinance.com">support@help.heronfinance.com</a></li><li>■ Visit us online: <a href="https://www.heronfinance.com/privacy">https://www.heronfinance.com/privacy</a></li></ul> <p><b>Please note:</b></p> <p>If you are a <i>new</i> client, we can begin sharing your information 30 days from the date we sent this notice. When you are <i>no longer</i> our client, we continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.</p>
Questions?	Email <a href="mailto:support@help.heronfinance.com">support@help.heronfinance.com</a> or go to <a href="https://www.heronfinance.com/privacy">https://www.heronfinance.com/privacy</a>

Who we are

Who is providing this notice?	Heron Advisory, Inc. (d.b.a. Heron Finance), Heron Lending LLC, and Warbler Labs Inc.
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What we do

How does Heron Finance protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does Heron Finance collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"><li>■ deposit direct us to buy securities or open an account</li><li>■ give us your contact information or provide employment information</li><li>■ enter into an investment advisory contract</li></ul> <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"><li>■ sharing for affiliates' everyday business purposes—information about your creditworthiness</li><li>■ affiliates from using your information to market to you</li><li>■ sharing for nonaffiliates to market to you</li></ul> <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</p>
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account—unless you tell us otherwise.

Definitions

Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"><li>■ <i>Our affiliates include companies with either Heron or Warbler name; financial companies such as Heron Lending LLC; and nonfinancial companies, such as Warbler Labs.</i></li></ul>
Nonaffiliates	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"><li>■ <i>Heron Finance does not share with nonaffiliates so they can market to you.</i></li></ul>
Joint marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"><li>■ <i>Heron Finance does not jointly market with nonaffiliated financial companies.</i></li></ul>

Other important information

**California:** We will not share information we collect about you with non-affiliates, unless the law allows. For example, we may share information with your consent or to service your accounts. We will limit sharing among our companies to the extent required by California law.