

AdvisoryWorld, Inc. Privacy & Security Policy

Your privacy and security are of the utmost importance to AdvisoryWorld, and we are committed to safeguarding any information that you share with us. In order to provide our Services, we must obtain certain personal information from you regarding your accounts and financial relationships. Our pledge is to keep this information secure and to use it only as you so authorize.

AdvisoryWorld does not gather any personal information if you are merely visiting our Web site. You can visit our site, read about our products and services without having to volunteer any information about yourself.

We recognize that the personally identifying information that you enter in the Application (whether your own or that of your clients) is very sensitive, and protecting the privacy of this information is a top priority for us. Any personally identifying information that you enter in the Application is kept strictly confidential and not voluntarily shared with any third parties.

AdvisoryWorld only requests you and your clients' personal and financial information at the time that you use our aggregation and import services, in which case you will be asked to provide the following:

Investor-related data such as social security number and account number(s).

We collect only such information as you knowingly provide to us or specifically authorize us to obtain on your behalf.

AdvisoryWorld's technology allows you to aggregate financial information from various Portfolio Management and CRM applications such as Albridge Solutions and dbCAMS. In order to provide such services, it is necessary for AdvisoryWorld to access your data from these partners on your behalf. To enable this access, you will need to provide us with all such information that is required by these partners, such as login info from their applications, client SSNs and Account Numbers. We will use this information only on your behalf, to access your third party accounts and to carry out your instructions. AdvisoryWorld stores your personal information on a secure server based in the United States of America.

AdvisoryWorld does not sell or exchange any personally identifiable financial or otherwise information, or account login information to any (i.e. non-affiliate of AdvisoryWorld) third party.

AdvisoryWorld reserves the right to disclose or report personally identifiable information as permitted by law (for example, if AdvisoryWorld has a "good faith belief" that it is required to do so in order to (i) comply with applicable law or with legal process (ii) protect and defend the rights or property of AdvisoryWorld; (iii) enforce the terms of this Policy or AdvisoryWorld's User Agreement, etc).

AdvisoryWorld-authorized employees and customer service representatives will access your personal and financial information only when necessary to comply with your requests, maintain your accounts, or otherwise meet your needs. To keep your information secure, we require that all of our employees sign strict confidentiality agreements. Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment. Access to sensitive customer information such as Social Security Numbers and Account Balances, is highly restricted and is limited to only authorized employees.

AdvisoryWorld does not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. For example, information may be accessed by, as permitted by law, nonaffiliated companies that work for us in providing development, hosting and security services. These companies are required to sign strict confidentiality agreements with AdvisoryWorld.

AdvisoryWorld has multiple levels of security, designed especially by us. In that we take every precaution to protect your information, when you submit sensitive information, that information is encrypted and protected with the strongest encryption software available. Your information is protected both online and off-line using technologic and physical measures.

AdvisoryWorld places your personal and financial information on a secure portion of our Web site. Your AdvisoryWorld password is always encrypted.

Your AdvisoryWorld password is your private key into your account. You must never share it with anyone and you should change it periodically. You can change your password at any time by clicking on "Advisor Profile". We recommend that you use a Strong Password. Strong passwords contain both upper and lower case characters, have digits and punctuation characters as well as letters, are at least fifteen alphanumeric characters long and are not a word in any language, slang, dialect, jargon, etc.

After you have finished accessing your AdvisoryWorld account, please remember to log off. This prevents someone else from accessing your account from your PC.

AdvisoryWorld has multiple levels of security, designed especially for your protection -- we take every precaution to protect your information. When you submit sensitive information, that information is encrypted and protected with the best encryption software available. The information is protected both online and offline using technologic and physical measures.

Your security and privacy are of the utmost importance to AdvisoryWorld. We assure you that we are committed to maintaining the privacy, security and integrity of the financial and personal information you share with us.

All communication with the AdvisoryWorld system uses SSL encryption, one of the strongest encryption methods available. AdvisoryWorld uses COMODO SSL Certificates.

AdvisoryWorld's applications are hosted at our hardware partner's state of the art Data Centers that are fully redundant with multiple telephony connections to Internet tier one providers, totally self sufficient in case of a extended power outages, and monitored at all times (24 hours a day, 7 days a week 365 days a year) using live monitoring, CCTV and biometric access control systems. The most recent security patches are installed on the system as soon as practical, the only exception being when immediate application would interfere with business requirements.

All database data is backed up per the following schedule:
Daily incremental tape backups are performed and retained for at least 1 month.
Weekly full tape backups are performed and for at least 1 month.
Monthly full backups are performed and retained for a minimum of 2 years.

Firewalls: All AdvisoryWorld firewalls are located in a controlled environment. All data and access to the AdvisoryWorld servers are filtered by the perimeter firewalls before reaching any Web or Database servers.

AdvisoryWorld logs IP addresses and browser types, but does not link IP addresses to personally identifying information. This means that, while a user's session is tracked, the identity of that user remains anonymous. We also use these IP addresses to analyze trends and administer the Application. Cookies are used for the same reasons. Cookies are small pieces of information stored on your computer's hard drive for recordkeeping purposes. The use of cookies is an industry standard, and many major Web Applications use them to provide useful features for their visitors. Cookies allow us to provide you with helpful training and usage capabilities.

The information and materials contained in these pages are subject to change. You can review this policy and any updates at any time by browsing to our website then clicking on Privacy Policy. If you have any questions about our Privacy Policy, the practices of AdvisoryWorld and this service, or your dealings with this Web site, you can email us at: info@advisoryworld.com.