

Privacy Policy

Last Updated: September 23, 2026

Introduction

Gatewood Wealth Solutions, LLC (“Gatewood,” “we,” “our,” or “us”) is committed to protecting the privacy and security of the personal information entrusted to us. As a provider of wealth management, financial planning, investment advisory, and related professional services, we recognize the sensitive nature of the information we receive and maintain.

This Privacy Policy describes how we collect, use, disclose, retain, and protect personal information obtained through our website, online services, communications with prospective and current clients, and other interactions with us. It also explains certain rights that individuals may have under applicable privacy laws, including the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the “CCPA”).

This Privacy Policy applies to information collected through www.gatewoodwealth.com and any other online service that links to this Privacy Policy (collectively, the “Site”). It does not apply to information governed by separate client agreements, regulatory notices, or privacy disclosures provided in connection with advisory accounts or other financial services. Gatewood maintains separate privacy notices where required by the Gramm-Leach-Bliley Act and other applicable financial services regulations. Certain personal information collected and maintained in connection with financial products and services may be subject to the Gramm-Leach-Bliley Act and related regulations and, where applicable, may be exempt from certain rights and obligations under state privacy laws.

Information We Collect

The personal information we collect depends on the nature of your relationship with us and how you interact with our Site and services.

In providing services and operating our business, we may receive and maintain information from clients, prospective clients, custodians, broker-dealers, financial institutions, and other service providers. Such information may include names and contact information, household and family relationship information, Social Security numbers and taxpayer identification numbers, financial account information, account numbers, holdings, transactions, balances, investment objectives, tax-related information, and other information relevant to the services we provide and our business operations.

We also collect information automatically when you access or use the Site. This information may include your IP address, browser type, device information, operating system, approximate geographic location, referring websites, and information regarding your use of the Site. Like many organizations, we use cookies and similar technologies to help operate our Site, understand user engagement, improve functionality, and enhance the user experience.

In addition, we may receive information from third parties, including custodians, financial institutions, broker-dealers, service providers, analytics providers, publicly available sources, business partners, and affiliated entities.

For purposes of applicable privacy laws, the categories of personal information we may collect include: (i) identifiers, such as name, address, email address, telephone number, IP address, and account identifiers; (ii) personal and financial information, including account information, transaction history, holdings, balances, tax-related information, and investment information; (iii) professional or employment-related information; (iv) internet or other electronic network activity information, including browsing and website usage information; (v) geolocation information derived from IP address or device information; and (vi) other information that you provide to us or that we obtain in connection with providing our services.

How We Use Personal Information

We use personal information for legitimate business and operational purposes, including to provide and improve our services, communicate with individuals, respond to inquiries, evaluate prospective client relationships, administer existing client relationships, comply with legal and regulatory obligations, and protect the security and integrity of our systems.

More specifically, we may use personal information to facilitate financial planning and investment advisory services, verify identities, process transactions, maintain records, conduct internal business operations, perform analytics, prevent fraud, investigate security incidents, and enforce our agreements and policies.

To support our operations, we may combine information collected from various sources and maintain that information within internal systems used for recordkeeping, reporting, analytics, compliance, reconciliation, and other business purposes. We may use information maintained in these systems to administer client relationships, support regulatory compliance, improve operational efficiency, and manage our business.

We may also use personal information in any manner that is disclosed at the time the information is collected or otherwise permitted by applicable law.

Disclosure of Personal Information

Gatewood does not sell personal information. We do not knowingly share personal information for cross-context behavioral advertising purposes except to the extent that certain website analytics, advertising, or marketing technologies may constitute such sharing under applicable law.

We may disclose personal information to service providers and professional advisors that assist us in operating our business, including providers of cloud hosting, data storage, data processing, cybersecurity, customer relationship management, analytics, compliance, administrative support, legal, accounting, and other professional services. These providers may process, store, secure, or otherwise maintain information on our behalf in connection with the services they provide to us. For example, we may utilize third-party service providers to host, store, process, and secure information used in our business operations. Our service providers and technology platforms may change from time to time as our business and operational needs evolve.

We also may disclose personal information to custodians, clearing firms, broker-dealers, investment advisers, financial institutions, and other service providers as necessary to provide investment advisory, financial planning, and related services requested by clients.

In addition, information may be shared with affiliated entities where reasonably necessary to provide services requested by a client or prospect and where permitted by applicable law. Affiliated entities may provide tax, accounting, financial planning, operational, administrative, or other related professional services. Personal information will be shared with such entities only as reasonably necessary to provide requested services, operate our business, or comply with applicable legal obligations.

We may disclose personal information if we believe such disclosure is necessary to comply with applicable law, regulatory obligations, legal process, or government requests; to protect our rights, property, or interests; to detect or prevent fraud or other unlawful activity; or to protect the safety of clients, employees, or the public.

Personal information also may be transferred as part of a merger, acquisition, financing transaction, business reorganization, or sale of assets.

Cookies and Similar Technologies

The Site uses cookies and similar technologies to support functionality, improve performance, analyze usage patterns, maintain security, and understand the effectiveness of our marketing and communications efforts. These technologies may be provided by us or by third-party analytics, advertising, and marketing platforms and help us better understand how visitors interact with the Site and our content. Most web browsers permit users to control cookies through browser settings. Please note, however, that disabling cookies may affect the availability or functionality of certain features of the Site.

Information collected through website analytics, cookies, and similar technologies is generally separate from the client account, financial, and custodial information maintained in connection with our advisory and related services.

We may use third-party analytics, advertising, and marketing tools, including services provided by Google, LinkedIn, HubSpot, Meta, and similar providers, to analyze website traffic, understand user engagement, improve our services, and evaluate the effectiveness of marketing activities. These technologies may collect information regarding your interactions with the Site and may use cookies, pixels, tags, or similar technologies.

Certain web browsers and browser extensions may offer “Do Not Track” signals or Global Privacy Control (“GPC”) signals. Because there is currently no universally accepted standard governing all browser-based signals, the Site may not respond to every such signal. However, to the extent required by applicable law, Gatewood will recognize and process qualifying GPC signals as requests to opt out of certain data-sharing activities.

Data Security

Protecting personal information is a core component of our business operations. We maintain administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, and destruction.

Our information security program includes measures reasonably designed to protect sensitive information and to address evolving cybersecurity risks. Such measures may include encryption technologies, access

controls, multi-factor authentication, employee training, incident response procedures, vendor oversight, and other security practices appropriate to the nature of the information we maintain.

Although we employ safeguards designed to protect personal information, no information system or method of transmission over the internet can be guaranteed to be completely secure. Accordingly, we cannot guarantee absolute security.

Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, including to provide services, comply with legal and regulatory obligations, resolve disputes, enforce agreements, and protect our legitimate business interests. Retention periods vary depending on the nature of the information, the services provided, and applicable legal, tax, accounting, regulatory, and recordkeeping requirements. In determining appropriate retention periods, we consider the amount, nature, and sensitivity of the information, the purposes for which it was collected, applicable legal, regulatory, and recordkeeping requirements, and our legitimate business needs.

Certain records may be retained for longer periods where required by applicable law, including securities, tax, accounting, regulatory, compliance, and recordkeeping requirements applicable to investment advisers and financial services firms.

California Privacy Rights

California residents may have certain rights regarding their personal information under the CCPA, subject to applicable limitations and exceptions. Certain personal information may be exempt from deletion requests or other requests where retention is required by law, regulation, recordkeeping obligations, contractual requirements, or other applicable exceptions.

California residents may have the following rights:

- **Right to Know.** The right to request information regarding the personal information we collect about them, including the categories of personal information collected, the sources from which such information is collected, the purposes for which such information is used, and the categories of third parties to whom such information is disclosed.
- **Right to Access.** The right to request access to specific pieces of personal information we maintain about them.
- **Right to Correct.** The right to request correction of inaccurate personal information.
- **Right to Delete.** The right to request deletion of personal information.
- **Right to Limit the Use of Sensitive Personal Information.** The right to limit certain uses of sensitive personal information where required by applicable law.
- **Right to Non-Discrimination.** The right not to receive discriminatory treatment for exercising applicable privacy rights.

Gatewood also does not knowingly sell or share personal information of individuals under sixteen years of age.

We will not discriminate against any individual for exercising privacy rights afforded under applicable law.

California residents may submit requests regarding their privacy rights by emailing marketing@gatewoodwealth.com, calling (314) 924-5100, submitting a request through our [online privacy request portal](#), or by any other method made available by Gatewood. Prior to fulfilling certain requests, we may take reasonable steps to verify the identity and authority of the individual submitting the request.

California residents may designate an authorized agent to submit a request on their behalf, subject to applicable verification requirements and other requirements imposed by law. We generally respond to verified requests within forty-five (45) days after receipt, although the response period may be extended where permitted by applicable law.

Other State Privacy Rights

Residents of certain states may have privacy rights under applicable state privacy laws. We will honor such rights and process qualified requests in accordance with applicable legal requirements.

Third-Party Sites

The Site may contain links to websites, client portals, custodians, social media platforms, or other online services operated by third parties. Gatewood is not responsible for the content, security, or privacy practices of third-party websites, and individuals should review the privacy policies applicable to those sites before providing personal information.

Children's Privacy

The Site is intended for adults and is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13 years of age.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, technology, legal requirements, or other developments. When we make changes, we will update the Effective Date appearing at the top of this Privacy Policy.

Contact Information

Gatewood Wealth Solutions, LLC

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St. Louis, Missouri 63144

Phone: (314) 924-5100

Email: marketing@gatewoodwealth.com

If you have questions regarding this Privacy Policy or wish to exercise any rights available under applicable privacy laws, please contact us using the information above.