

FACTS

WHAT DOES PUPLAVA SECURITIES, INC. 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?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- ▶ Social Security number and investment experience
- ▶ Account balances and income
- ▶ Assets and account transactions

When you are *no longer* our customer, we continue to share your information as described in this notice.

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 Puplava Securities, Inc. chooses to share, and whether you can limit this sharing.

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

Questions? Call 858.487.3939 or Visit www.puplava.com

Contact

888.486.3939 Toll Free
858.487.3939 Tel
858.487.3969 Fax

Websites

www.puplava.com
www.financialsense.com

Mailing Address

Post Office Box 503147
San Diego, CA 92150-3147

Office Address

10809 Thornmint Road Second Floor
San Diego, CA 92127-2403



THREE COMPANIES SHARING THE SAME VISION

Puplava Financial Services, Inc
Registered Investment Advisor

Puplava Securities, Inc
Broker/Dealer, MEMBER FINRA/SIPC

Financial Sense®
Investor Education

Who we are

Who is providing this notice?

Puplava Securities, Inc., and its affiliates (collectively PFS Group):
Puplava Financial Services, Inc. ("PFS") and Financial Sense®

What we do

How does PFS Group 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.

To learn more about our security, please call us at 858.487.3939.

How does PFS Group collect my personal information?

We collect your personal information, for example, when you:

- Open a brokerage account, an advisory account, or a financial plan
- Tell us about your portfolio or make deposits or withdrawals
- Seek advice about your investments

We also collect your personal information from others such as credit bureaus, affiliates, or other companies.

Why can't I limit all sharing?

Federal law gives you the right to limit only:

- Sharing for affiliates' everyday business purposes—information about your creditworthiness
- Affiliates from using your information to market to you
- Sharing for non-affiliates to market to you

State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.

Definitions

Affiliates

Companies related by common ownership or control. They can be financial and nonfinancial companies.

- Our affiliates include Puplava Financial Services, Inc., our parent company, and Financial Sense®

Non-affiliates

Companies not related by common ownership or control. They can be financial and nonfinancial companies.

- National Financial Services LLC, our clearing firm.

Joint marketing

A formal agreement between nonaffiliated financial companies that together market financial products or services to you.

- PFS Group does not jointly market.

Other Important Information

Information for California Customers

In response to California law, we automatically treat accounts with California billing addresses as if you do not want to disclose personal information about you to non-affiliated third parties except as permitted by the applicable California law.