

## FACTS

### What Does Midwest Professional Planners, Ltd dba MPPL Financial Do With Your Personal Information?



## The Law

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.

## Our Policy

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

- Income
- Employment and residential information
- Social security number
- Cash balance
- Security balances
- Transaction detail history
- Investment objectives, goals, and risk tolerance

When you are no longer a client, we continue to share your information as described in this notice.

## Your Rights

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 MPPL Financial chooses to share; and whether you can limit this sharing.

### Definitions

|                            |  |
|----------------------------|--|
| Everyday Business Purposes | The actions necessary by financial companies to run their business and manage customer accounts, such as providing investment advisory and financial planning advice, processing securities transactions, and otherwise providing financial services to you. |
| Affiliates                 | Companies related by common ownership or control. They can be financial and nonfinancial companies. MPPL Financial has the following affiliate: <ul style="list-style-type: none"><li>• MPPL Insurance</li></ul>   |
| Non-Affiliates             | Companies not related by common ownership or control. They can be financial and nonfinancial companies. MPPL Financial does not share information with non-affiliates for marketing purposes.  |
| Joint Marketing            | A formal agreement between nonaffiliated financial companies that together market financial products or services to you. MPPL Financial does not engage in joint marketing with non-affiliates.  |

| Reasons we can share your personal information  | Does MPPL Financial share?          | Can you limit this sharing? |
|---|-------------------------------------|-----------------------------|
| For our everyday business purposes—such as to provide advice, process your transactions, and maintain your account(s) | Yes                                 | No                          |
| For our marketing purposes—to offer our products and services to you  | Yes                                 | No                          |
| For joint marketing with other financial companies  | No                                  | We do not 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 do not share             |
| For our affiliates to market to you   | No                                  | We do not share             |
| For non-affiliates to market to you   | No                                  | We do not share             |
| <b>Contact Us</b>   | Call MPPL Financial at 715-848-3474 |                             |

| Sharing Practices  |   |
|--|---|
| How often does MPPL Financial notify me about their practices? | We must notify you about our sharing practices when you become a client or if we change our information sharing policies and procedures.  |
| How does MPPL Financial 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.   |
| MPPL Financial   | <p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>• establish an investment advisory relationship</li> <li>• contract for financial planning services</li> <li>• open an account or deposit money with custodians</li> <li>• purchase or sell securities with executing broker-dealers</li> </ul> <p>We also collect your personal information from others, such as custodians, broker-dealers, or other companies.</p> |
| Why can't I limit all sharing?                                 | <p>Federal law gives you the right to limit sharing only for</p> <ul style="list-style-type: none"> <li>• affiliates' everyday business purposes—information about your creditworthiness</li> <li>• affiliates to market to you</li> <li>• non-affiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p>   |

Investment Advisory Services offered through Midwest Professional Planners, Ltd. ("MPPL Financial"), 2610 Stewart Ave., Ste. 100, Wausau, WI 54401, 1-800-236-6775, an SEC-registered investment advisor. Certain representatives of MPPL Financial are also registered representatives of, and offer securities products involving commission or transaction-based fees through, APW Capital, Inc., 100 Enterprise Drive, Suite 504, Rockaway, NJ 07866, 1-800-637-3211. Member FINRA/SIPC/MSRB. MPPL Financial is independent of APW Capital, Inc. Registration with the SEC or State Regulatory Authority does not imply a certain level of skill or expertise.