



Notice Regarding Privacy of Customer Information ("Privacy Policy")

At NEXT Financial Group, Inc. ("NEXT"), protecting our customers' privacy is paramount. We recognize that an individual's financial matters are private and sensitive in nature, and we have adopted policies that assist us in protecting your privacy and, at the same time, help us to provide you with a broad range of high quality financial products and services.

This Privacy Policy will explain the types of information we collect about you, how we use and share that information, and how you can instruct us to limit certain types of information sharing. Information obtained by NEXT for all customers and former customers is treated in the same manner.

How We Protect Information:

We protect your data and safeguard it from those not authorized to see it by adopting internal policies and procedures.

Your Privacy Is Not For Sale:

Under no circumstances will NEXT sell confidential customer information to anyone, for any reason, at any time.

What Information We Collect about You:

We collect confidential customer information from you in a number of ways for the following purposes:

- We collect information from you when you open an account or enroll in one of our services. The information we collect may include, but is not limited to: your name, address, phone number, email address, Social Security Number and date of birth, as well as details about your investments and investment experience.
- Once you have opened an account with us, we collect and maintain confidential customer information about your account activity, including your transactions, balances, positions and history. This information allows us to provide the services you have requested.
- We may collect information about you from information services and consumer reporting agencies to verify your identity, employment or creditworthiness, or to better understand your financial needs.
- The law permits us to share information about our current and former customers with government agencies or authorized third parties under certain circumstances. For example, we may be required to share such information in response to subpoenas or to comply with certain laws.

How We Share Information About You With Affiliated Companies:

NEXT is registered as a broker/dealer, as an insurance agency, and as an investment adviser with the U.S. Securities and Exchange Commission ("SEC"). NEXT is a member of the Financial Industry Regulatory Authority ("FINRA"), the Municipal Securities Rulemaking Board ("MSRB"), the Securities Investor Protection Corporation ("SIPC") and the National Futures Association ("NFA"). NEXT is also a licensure of the Texas Department of Insurance and provides insurance services and products through its subsidiary, NEXT Financial Insurance Agency of Texas. NEXT is a wholly owned subsidiary of NEXT Financial Holdings, Inc. Additional companies owned by NEXT Financial Holdings, Inc. include: WE2 Advisory Services, Inc., Visionary Asset Management, Inc., AlphaSource Investment Counsel, Inc., TruNorth Partners, Inc., NEXT Financial Insurance Services Company, Inc., 4WARD Financial Marketing, Inc. and JC+1, Inc. These companies are often referred to as "Affiliated Companies". When appropriate, NEXT may share information we collect about you with our Affiliated Companies to:

- help provide you with better service or perform services on your behalf;
- respond to communications from you or as you authorize or request;
- make it more convenient for you to open a new account; and
- allow an Affiliated Company to provide you with information about their products and services that we believe may benefit or interest you.

You may instruct us not to share information about you with our Affiliated Companies for certain purposes, as explained under "How to Limit the Sharing of Information about You."

How We Share Information About You With Non-Affiliated Companies:

We provide access to information about you to outside companies and other third parties in certain limited circumstances, including:

- to help us process transactions for your account;
- when we use another company to provide services for us, such as printing and mailing your account statements; and
- when we believe that disclosure is required or permitted under law. For example, we may be required to disclose personal information to cooperate with regulatory or law enforcement authorities, to report your tax-related information to federal and state governments, to resolve consumer disputes, to perform credit/authentication checks, or for risk control.

If your NEXT Registered Representative leaves NEXT, he/she is contractually permitted to take your customer file, in order to facilitate the transfer of your account to a new broker/dealer. You are not obligated to transfer your account if your Registered Representative leaves NEXT, and you may instruct us **not** to allow the sharing of information as explained under "How to Limit the Sharing of Information about You."

How to Limit the Sharing of Information about You:

If you prefer, you may choose to limit the information we share about you with our Affiliated and Non-Affiliated Companies. Specifically, you may instruct us:

- **not** to allow our Affiliated Companies to market their financial products or services to you;
- **not** to share confidential customer information about you with a Non-Affiliated company for joint marketing purposes; and/or
- **not** to allow your Registered Representative to take your information to facilitate the transfer of your account(s) should he/she leave NEXT.

You may exercise your choice by writing NEXT Financial Group, Inc., Attn: Compliance Department, 2500 Wilcrest Drive, Suite 620, Houston, TX 77042-2757. Your choice will be applied to you as an individual and will automatically be extended to all of your accounts with us, as well as any accounts you may have with any of our affiliates. You may make your privacy choice at any time and it will remain in effect until you change it in writing.

Safeguarding Your Information, Maintaining Your Trust:

We take precautions to ensure the information we collect about you is protected and is accessed only by authorized individuals or organizations. Our employees are trained about privacy and are required to safeguard confidential customer information. We maintain physical, electronic and procedural safeguards to protect confidential customer information.

Contact Us with Questions:

If you have any questions or concerns, or if you identify any information that you believe is no longer accurate, you may contact your NEXT Registered Representative or write to NEXT Financial Group, Inc., Attn: Compliance Department, 2500 Wilcrest Drive, Suite 620, Houston, TX 77042-2757.

SIPC Notice:

Accounts that are carried by Pershing, LLC ("Pershing"), member of NYSE/FINRA/SIPC, are covered by the Securities Investor Protection Corporation ("SIPC"). SIPC coverage is not the same as FDIC insurance. In the event of a firm's failure, SIPC protects its members' securities customers up to \$500,000 (including \$100,000 for claims for cash). You may obtain an explanatory brochure by contacting SIPC at (202) 371-8300, visiting SIPC's website at www.sipc.org or by asking your Registered Representative. Each customer account carried by Pershing also receives excess SIPC protection. Neither SIPC coverage nor excess SIPC coverage applies to market losses.

Thank you for your business and allowing us to service your needs.