

# Privacy Notice

MarketRiders, Inc. (dba SogoTrade Asset Management)

*Dated: February 2024*

FACTS	WHAT DOES MARKETRIDERS 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?	<p>MarketRiders provides traditional fee-based investment advisory services (“Managed Services”) and access to online portfolio building and management tools (the “Robo Service”). The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> <li>• Contact information including name, phone number, zip code, and email address</li> <li>• Background information including age range, marital status, and household size</li> <li>• Investment and retirement experience and preferences</li> <li>• Estimated assets and income</li> </ul>	
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 MarketRiders chooses to share; and whether you can limit this sharing.	
Reasons we can share your personal information	Does MarketRiders share?	Can you limit this sharing?
<b>For our everyday business purposes</b> – such as to connect you with providers of financial products and services, process your transactions, maintain your account(s), respond to court orders and legal investigations, or conduct audits	Yes	No
<b>For our marketing purposes</b> – to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	Yes	No
<b>For our affiliates’ everyday business purposes</b> - information about your creditworthiness	Yes	No
<b>For our Affiliates to market to you</b>	Yes	Yes
<b>For nonaffiliates to market to Managed Services customers</b>	No	We do not share
<b>For nonaffiliates to market to Robo Service (i.e., non-Managed Services) customers</b>	Yes	Yes

<b>To limit our sharing</b>	<p>Email us at <a href="mailto:support@marketriders.com">support@marketriders.com</a>  Or  Call us at 1-866-990-3837</p> <p><b>Please note:</b>  If you are a new customer, we can begin sharing your information 30 days from the date we sent this notice. When you are no longer our customer, we continue to share your information as described in this notice.</p> <p>However, you can contact us at any time to limit our sharing.</p>
<b>Questions?</b>	<p>Email: <a href="mailto:support@marketriders.com">support@marketriders.com</a></p> <p>Go to: <a href="https://www.marketriders.com/privacy">https://www.marketriders.com/privacy</a></p>
<b>Who we are</b>	
<b>Who is providing this notice?</b>	<p>This privacy policy is being provided by MarketRiders, Inc. (dba "SogoTrade Asset Management").</p>
<b>What we do</b>	
<b>How does MarketRiders protect my personal information?</b>	<p>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.</p>
<b>How does MarketRiders collect my personal information?</b>	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>• visit our websites, create an account, or ask us to connect you with a provider of a financial product or service</li> <li>• sign up for our newsletters</li> <li>• communicate with us on our websites</li> </ul> <p>We also collect your personal information from others, such as business partners, insurance carriers, or other companies.</p>
<b>Why can't I limit all sharing?</b>	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> <li>• sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>• affiliates from using your information to market to you</li> <li>• sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</p>
<b>Definitions</b>	
<b>Affiliates</b>	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>• <i>Our Affiliates include companies using the Sogo name, including SogoTrade, Inc.</i></li> </ul>
<b>Nonaffiliates</b>	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>• <i>Nonaffiliates with whom we share information may include financial advisors, service providers, joint marketing partners, advertisers and others</i></li> </ul>

<b>Joint marketing</b>	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>• <i>Our joint marketing partners include insurance companies, alternative IRA investment firms, ETF Funds and others.</i></li> </ul>
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**Other important information**

**CA:** If you are a consumer with a California mailing address, we will not share information we collect about you with companies outside of MarketRiders, unless the law allows. For example, we may share information with your consent, to service your accounts, for marketing our products and services to you, or with third parties when permitted by law.

**NV:** If you are a consumer with a Nevada mailing address, we are providing you this notice under state law. If you prefer not to receive marketing calls from us, you may be placed on our internal Do Not Call List by contacting us at [support@marketriders.com](mailto:support@marketriders.com), 1-866-990-3837, or MarketRiders, 1 McBride & Son Center Drive, Suite 288, Chesterfield, MO 63005. You may also contact the Nevada Attorney General's office: Bureau of Consumer Protection, Office of the Nevada Attorney General, 555 E. Washington St., Suite 3900, Las Vegas, NV 89101; telephone number: 1-702-486-3132; email [BCPINFO@ag.state.nv.us](mailto:BCPINFO@ag.state.nv.us).

**VT:** If you are consumer with a Vermont mailing address, we will not share information we collect about you with companies outside of MarketRiders, unless the law allows. For example, we may share information with your consent, to service your accounts, under joint marketing agreements with other financial institutions with which we have joint marketing agreements, or with third parties when permitted by law. We may share information about our transactions or experiences with you within our corporate family without your consent.