



i2i Analytics LLC, 2747 McDaniel Avenue, Evanston, IL 60201

Privacy Policy Notice

To the clients of the Registered Investment Advisory firm of
i2i Analytics LLC

We value the trust our clients have placed in us and are committed to the responsible management, use, and protection of their personal information. Please take a moment to review this Privacy Policy Notice to learn how we protect your information and use it to service your account(s).

All financial companies need to share customers' personal information to run their everyday business. Our firm, and the custodians we select to safeguard your assets, process transactions and provide statements, as well as other third-party service providers receive and maintain information about you that is related to your account(s). Federal law requires us to tell you how we collect, share, and protect your personal information.

Information We Collect from You

i2i Analytics LLC collects personal information about its clients to help serve their financial needs, process transactions in their account(s), provide customer service, offer new products and services, and fulfill legal and regulatory requirements. The information that our firm collects comes directly from you. This information may include "nonpublic, personal information," which means information that is not readily known or accessible in the public realm, such as the client's social security number, birth date, assets, income, and net worth, as well as the fact that you have an account with us. Such information which you provide to us is used on account applications, client agreements, and other forms. In addition, we maintain records of each of your transactions and holdings at the product and service provider which are processed through this firm.

Sharing Information

Pursuant to state and federal regulation, we may not disclose a client's nonpublic personal information without his/her prior consent, except under the following circumstances:

- *To provide other companies information necessary to process your business.* For example, we process your investment instructions through custodians and other product and service providers with whom we have business agreements. The information obtained from you is given to the product and service providers for purposes of effecting transactions in your account and preparing your account statements. These parties must limit their use of the information to the purpose for which it was provided. The normal business requirement under this means of sharing information is that you first have signed an agreement authorizing us to provide such information to these other persons or business entities, in order to provide you with a service you seek.
- *Where required by law.* To respond, for example, to a subpoena, court order, or discovery request.
- *As authorized by you.* You may direct us, for example, to send account statements or other account information to a third party, such as your tax accountant.
- *As otherwise authorized by state and federal regulation.* For example, to comply with the request or the requirements of regulatory and/or law enforcement organizations.

Confidentiality and Security

We restrict access to information about you to this firm and to authorized agents who need to know that information in order to provide products or services to you. We maintain physical, electronic, and procedural safeguards to maintain the confidentiality of your information. We will continue to protect your private information if you cease being our client for as long as the records are in our possession; if we dispose of those records after the required time period for maintenance, we will do so in a manner that ensures the confidentiality of those documents. In the event of a breach of data security, we will assist you in obtaining assistance to ameliorate any damage done.

Opting Out

Clients may request that we not disclose their nonpublic, personal information for any reason – other than one of the exceptions listed above. To request that we not disclose your information for this or any purpose (other than those covered under the exceptions listed under “Sharing Information,” above), please call us at 773-852-4467. If we do not receive such a request from you within thirty (30) days of you opening an account, contracting for services, or receiving our annual privacy notice, we have the right to assume you do not object to the disclosure of your information for any reason permitted by federal law until you notify us to the contrary. (Please note that the laws of certain states may impose additional restrictions upon the disclosure of customers’ confidential information.)

Safeguarding Information

i2i Analytics LLC recognizes the need to prevent unauthorized access to the information we collect, including information held in electronic format. i2i authorizes access to your nonpublic personal information only to personnel who need that information to serve you. We maintain physical, electronic, and procedural safeguards regarding your nonpublic, personal information to ensure that we comply with our own policy, industry practices, and federal and state regulations. If you decide to close your account(s) or become an inactive customer, we will adhere to the privacy policies and practices as described in this notice.

Questions

You do not have to contact us to benefit from our privacy protections; they apply automatically to all clients and former clients. If you have any questions after reading this privacy policy, we encourage you to contact your advisor or to write to:

Dane Rutstein
Principal Owner/Chief Compliance Officer
i2i Analytics LLC
2747 McDaniel Avenue
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