

Privacy Policy

McCready and Keene, Inc. (“MCAK”) is committed to the protection of the confidential information it handles. This privacy policy describes how that confidential information is used and protected.

In the course of business, MCAK is provided with information belonging to individuals. That information can include names, addresses, Social Security numbers, dates of birth, marital status, gender and financial information. MCAK will not share this information with nonaffiliated third parties for marketing purposes, but it may share this information with others such as, but not limited to, the following: our affiliates for customer service purposes or so that they may offer marketing information about a product or service that may be beneficial to an individual; nonaffiliated third parties that provide assistance to MCAK in regard to certain services or functions; financial services companies with whom we have written joint marketing agreements; and nonaffiliated third parties for compliance with a subpoena, fraud prevention or an inquiry from a government agency or regulator.

MCAK may use an online information-collecting device known as cookies. Cookies enable us to “remember” the identity of a person who visits our website, thereby allowing an individual to navigate our site more easily and access secured information. Personal or sensitive information is not stored in our cookies.

MCAK maintains an information security program that consists of physical, electronic and procedural safeguards. Some of those safeguards as set forth therein include requiring our employees to comply with our policies in regard to privacy and information security, sharing information on only a need-to-know basis, and employing firewall technology, user authentication and encryption.