



*The rules and regulations in the financial services industry are undoubtedly vast and complex. They require financial companies such as ours to provide clients with a multitude of disclosures and information. We want to be transparent and would like you to understand what this information means. Please don't hesitate to contact me at [information@laramayllc.com](mailto:information@laramayllc.com) if you would like me to walk you through this information and answer any questions you may have.*

*– Jennifer Szaro, CRCP\*, Chief Compliance Officer*

## WEBSITE TERMS

Lara, May & Associates, LLC (“LMA” or “we” or “our”) may only transact business in a U.S. State or territory in which we are registered or qualify for an exemption or exclusion from registration. This web site (“LMA Website”) is limited to the dissemination of general information pertaining to broker dealer and/or insurance services, together with access to additional investment-related information, publications, and hyperlinks to third party industry related web based sources. Accordingly, the publication of the LMA Website should not be construed by any visitor as LMA's solicitation to effect, or attempt to effect, transactions in securities, or the rendering of personalized investment advice. For information pertaining to the current registration status of LMA or that of an LMA broker agent please review their BrokerCheck report available at [FINRA's BrokerCheck](#).

This site contain links to other websites, including links to the websites of companies that provide related information, products and services. These links are solely for the convenience of visitors to this site, and the inclusion of such links does not necessarily imply an affiliation, sponsorship or endorsement. Any opinions, advice, statements, or other information made available through such links are those of the respective authors. When you access one of these websites you are leaving LMA's Website. LMA assumes no responsibility for any material outside of the LMA Website which may be accessed through any such link.

Information throughout this site, whether charts, articles, or any other statement or statements regarding markets or other financial information, is obtained from sources which we, and our suppliers believe reliable, but we do not warrant or guarantee the timeliness or accuracy of this information. Nothing on this website should be interpreted to state or imply that past results are an indication of future performance. Neither we nor our information providers shall be liable for any errors or inaccuracies, regardless of cause, or the lack of timeliness of, or for any delay or interruption in the transmission thereof to the user. THERE ARE NO WARRANTIES, EXPRESSED OR IMPLIED, AS TO ACCURACY, COMPLETENESS, OR RESULTS OBTAINED FROM ANY INFORMATION POSTED ON THIS OR ANY 'LINKED' WEBSITE.

## ONLINE PRIVACY POLICY

LMA understands that privacy is a concern for visitors to the LMA Website. You can visit the LMA Website to read about our firm, services, product offerings, employees, branch offices, request information and access your accounts or financial related calculators. **By accessing the LMA Website you accept this Online Privacy Policy Statement ("Statement"). If you do not agree to this Statement, do not proceed to further web pages of the LMA Website.** This Statement may be updated as needed. Therefore we ask you to consult it on a regular basis. The bottom of this page indicates when the Statement was last updated.

### WHAT ARE THE PURPOSE AND THE SCOPE OF THIS STATEMENT?

LMA is committed to safeguarding the personal information that we collect from individuals who use the LMA Website. We developed this Statement to describe how and the type of data that will be collected from visitors and the purposes for which we may collect, share or disclose the data. We also outlines reasonable precautions which are taken to keep your data secure.

This Statement applies to any information obtained by LMA through your use of the LMA Website. It is not applicable to Internet websites controlled by third parties not affiliated with LMA that the LMA Website may link to ("Third Party Sites"). Please review the privacy statements of Third Party Sites as we are not responsible for and have no influence on the content or the privacy practices of Third Party Sites.

The terms of this Statement are subject to any additional terms of disclaimers or other contractual terms you have entered into with LMA such as visitor privacy statements or notices, and any applicable mandatory laws and regulations.

### WHAT INFORMATION DO WE COLLECT FROM YOU AND FOR WHAT PURPOSE?

In maintaining the LMA Website, we gather information about site and page usage by visitors through a website analytics tool. This tool gathers data on website activity, such as how many people visit the site, the pages they visit, how long they visit, etc. This information is obtained on an anonymous and aggregate basis and it helps us measure the usefulness of the webpage content. None of this information is associated with or used to identify an individual. We use these statistics to monitor the performance of the website and to improve content for our site visitors.

In certain cases where visitors request information from LMA using the Question form, we will collect information voluntarily provided to us by site visitors. This personal information could include name, address, telephone and fax numbers, e-mail address, as well as other demographic information and message content volunteered by the visitor. The information is captured in the admin section of our website and emailed to an employee at LMA. The email itself then becomes part of the archived correspondence and subject to LMA's regulatory books and records rules. The information provided will be used to contact the visitor per their wishes. We will not add your email address to a marketing distribution list, sell to a third party or use the information provided for other purposes than to respond to your inquiry.

### TO WHOM DO WE DISCLOSE YOUR INFORMATION COLLECTED FROM THE LMA WEBSITE?

The information will only be used by an LMA Representative to contact the visitor to respond to their question or address their concern. This information will not be sold to or disclosed to a third party. Requests for information or questions submitted through the LMA Website are communicated as an email to an LMA employee and the following policy also applies.

We cannot accept trade orders, instructions for the transfer or disbursement of funds to a third party or change of mailing address through the LMA Website without verbal confirmation obtained from an authorized account owner. Information received by or sent from the LMA Email system is retained by an archiving service subject to review by LMA supervisory personnel. We may also disclose your information to governmental agencies or entities, regulatory authorities, or other persons in line with any applicable law, regulations, court order or official request, or under any and for the purposes of any guidelines issued by regulatory or other authorities, or similar processes as either required or permitted by applicable law. These emails cannot be erased or altered.

#### HOW DO WE COLLECT AND STORE INFORMATION FROM YOU?

When utilizing the Retirement Funding Analysis (RFA) visitors have the ability to save the information they enter by establishing a username and password. LMA grants visitors a limited right to use such tool and information, which LMA may revoke at any time. You acknowledge that in order to use this tool, you will be able to enter personal non-public information and other financial information. In such event, this information will be stored as part of a database of the RFA by the hosting provider of the LMA Website and available to you through the LMA Website login you create. When you provide this information, we will not disclose this personal information to any third party unless we have previously informed you in disclosures or agreements or unless it has been authorized by you or we are required to do so by our regulators or by legal obligations. You hereby represent that you have all required permission to provide LMA with this information and will be solely liable and shall indemnify LMA for any claims that you did not have such authority. You further acknowledge that you are fully responsible for the use of your username and password, whether authorized by or known by you or not, and the protection of your password and you shall indemnify LMA and hold LMA harmless for any claims related to any unauthorized access or use of the LMA Website or other LMA systems, including, without limitation, any claim related to the unauthorized access, use or theft of your Visitors' information through the use of your password. Administrators to the LMA Website will have access to usernames, email addresses and have the ability to delete user's information and reset passwords.

LMA will use reasonable precautions to maintain the confidentiality of the information provided to us. You agree to immediately notify LMA if you become aware of any of the following: (a) loss or theft of your password; (b) unauthorized use of your password or any unauthorized use of this Website; and (c) any other information which you believe compromises the security of your information provided through the LMA Website.

Due to change in Internet technology and the services we may choose to provide in the future on our web site, LMA may need to change this Statement at any time. If we make such amendments, they will be posted as they go into effect.

## COOKIES

There are a couple types of cookies related to the web browsing experience. Neither cookie type contains any personally identifiable information. A temporary cookie, technically known as a Session Cookie, is one that your browser sets by default to communicate your browsing experience between you and the server. This session cookie is automatically destroyed in your browser when you close the web browsing session. The second cookie type is known as a persistent cookie. A persistent cookie is a small bit of data stored locally on your machine that help with the overall browsing experience. LMA Website in general does not utilize the use of persistent cookies for the site to function properly. However, these cookies can help us provide a more tailored experience for visitors based on the type of product user has expressed interest in and in the way a user chooses to utilize the services. The types of persistent cookies utilized is for tracking how and when you initially found this LMA site including what page you first landed on. For added control, visitors may adjust their own browser settings to address cookies.

## NO WARRANTY

This LMA Website is for the convenience of Internet visitors. The information (including text, graphics, and functionality) is presented 'As Is' and 'As Available' without express or implied warranties including, but not limited to, implied warranties of non-infringement, title, merchantability, and/or fitness for a particular purpose. LMA expressly disclaims any liability for errors and omissions regarding the information and materials contained in the Website. Although LMA makes reasonable efforts to avoid technological problems, LMA is not responsible for any technological problem with the Website or with anyone's use of the Website, and will not be liable for any impact these problems may have on visitors.

## VIRUSES

Because of the marked increase in the fabrication and proliferation of computer viruses affecting the Internet, LMA wants to warn you about infections or viral contamination on your system. It is your responsibility to scan any and all downloaded materials received from the Internet. LMA is not responsible or liable for any damage or loss caused by such hazards.

## CHANGES TO WEBSITE

We will change the Website or update content without notice. While LMA will make reasonable efforts to keep the site information accurate, LMA is not obligated to update or correct information within any specified time period. LMA is not responsible for information provided by third parties, whether the information is part of this Website, is in any linked website, or is information about us that is provided on any website other than this one.

## LIMITATION OF LIABILITY

Under no circumstances including, but not limited to, negligence, shall LMA be liable for any direct or indirect, incidental, special or consequential damages that result from the use of, or the inability to use, the materials in this Website, even if we or our authorized representatives have been advised of the possibility of such damages. You are solely responsible for your decision to and use of this Website. You shall indemnify and hold LMA harmless from and against any and all claims, damages, liability and/or costs relating to you or your agents use of this Website.

## **JURISDICTION**

The laws of the State of Virginia govern this Website in all respects. Any disputes or actions shall be initiated and resolved through Virginia courts.

## **VISITING OUR WEBSITE FROM OUTSIDE THE UNITED STATES**

This Statement is intended to cover collection of information on or via our website from residents of the United States. If you are visiting our website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. Please be assured that we seek to take reasonable steps to ensure that your privacy is protected.

## **AGE AND RESPONSIBILITY**

You represent that you are of sufficient legal age to use the LMA Website and to create binding legal obligations for any liability you may incur as a result of the use of the LMA Website. You agree that you are financially responsible for all uses of the LMA Website by you and those using your login information, including any data aggregation service providers that you have authorized to access your data.

## **TERMINATION OF ACCESS**

LMA reserves the right to terminate, without prior notice to you, your access to the LMA Website in our sole discretion, including without limitation, for overuse or abuse of the LMA Website.

## **HOW TO CONTACT US OR REVIEW YOUR PERSONAL DATA?**

If you have any questions about this Statement or our information-handling practices, or you may, where permitted by applicable law or regulation, check whether we hold your personal data, ask us to provide you with a copy of your personal data, or require us to correct any of your personal data that is inaccurate.

Should you have a request regarding the processing of your personal data please email [information@laramayllc.com](mailto:information@laramayllc.com) or mail correspondence to the following address: Lara, May & Associates, LLC, Attn: Compliance, 7600 Leesburg Pike, Suite 120 East, Falls Church, VA 22043.

## **BUSINESS CONTINUITY PLAN**

It is a goal of LMA to provide clients with a high level of service no matter what disruption the firm may be experiencing. LMA has developed a BCP to respond to events that may create a significant business disruption (“SBD”). Since the timing and impact of a SBD are unpredictable, we will have to be flexible in responding to events as they occur. We plan to quickly recover and resume business operations after a SBD and respond by safeguarding our employees and property, making a financial and operational assessment, protecting the firm’s books and records, and enable our clients to transact business as best we can. In short, our BCP is designed to enable our firm and employees to resume operations as quickly as possible, given the scope and severity of the disruption. However, your orders and requests for funds and securities could be delayed during the SBD. Our BCP addresses the following: records retrieval; data backup and recovery; mission critical systems; financial and operational assessments; alternative communications with clients, employees, and regulators; alternate physical location of employees; critical suppliers, contractors, bank and custodial impact; regulatory

reporting; and providing an alternate means for our clients to access their funds and securities if we are unable to continue our business. We have local and off-site back up of electronic files and off-site storage of historical records. The custodians of accounts also store important electronic records in their own systems. We review and incorporate the BCPs of our custodians into our BCP and will communicate alternate instructions as needed.

Contacting Us –If due to a SBD you cannot reach your LMA Representative or an LMA Branch Office through normal communications please refer to our web site at [www.laramayllc.com](http://www.laramayllc.com) for event notifications.

If the Falls Church, Va. office is unable to operate, business operations will be conducted out of the Frisco, Colo. office at 610 E. Main Street, Suite 13, Frisco, CO 80443 Toll-free 877-543-5444, Fax 970-668-5701.

If the Frisco office is unable to operate, business will be conducted out of the Falls Church, Va. office at 7600 Leesburg Pike, Suite 120 East, Falls Church, VA 22043 703-827-2300.

## IMPORTANT NOTICES

ABOUT LMA – Lara, May & Associates, LLC (“LMA”) is a fully disclosed, introducing broker-dealer member of the Financial Industry Regulatory Authority, Inc (“FINRA”). To review a copy of the FINRA Manual, [click here](#). LMA is also registered with the Municipal Securities Rulemaking Board (“MSRB”). The use of the term “registered” by us does not imply by itself any level of skill or training. The website address for the MSRB is [www.msrb.org](http://www.msrb.org) which includes access to the MSRB Rule Book and an investor brochure that describes the protections that may be provided by the MSRB rules and how to file a complaint with an appropriate regulatory authority. Access to [www.msrb.org](http://www.msrb.org) is available at the Falls Church, Va. and Frisco, Colo. branch locations.

BROKER-DEALER – As an introducing broker-dealer, LMA’s primary custodian and clearing firm is First Clearing, a trade name used by Wells Fargo Clearing Services, LLC, Member SIPC, a registered broker-dealer and non-bank affiliate of Wells Fargo & Company (“FC”). The SEC Rule 606 requires broker-dealers that route orders in certain equity and option securities to make available quarterly reports that present a general overview of their routing practices. If you would like to obtain further information regarding the primary market centers selected by FC to handle orders, you may access FC’s quarterly “Order Routing Report” by accessing this web link ([Public Disclosure – SEC Rule 606 Reports](#)) and selecting Wells Fargo Securities. Routing reports for Charles Schwab are available [here](#). Routing reports for Fidelity are available [here](#).

In our capacity as a broker-dealer and through your brokerage account we may take customer orders and execute securities transactions; conduct investment research; and provide general information regarding financial products. We may also provide recommendations concerning whether to buy, sell, or hold securities. We do not charge a separate fee for such recommendations because we consider them to be part of our brokerage services. However, you pay us and the clearing firm commissions and other applicable fees each time we execute a transaction in your brokerage account. In our capacity as a broker-dealer, we do not make investment decisions for you or manage your accounts on a discretionary basis. This means that we will buy or sell securities only when you direct us to do so.

JURISDICTION – The products, services, information and/or materials contained within these web pages may not be available for residents of certain jurisdictions. LMA and individuals acting in the capacity as either a broker agent or insurance agent may only transact business with a state resident after licensure or satisfying the qualification requirements of that state, or if they are excluded or exempted from the state’s requirements, as the case may be. For information concerning the license status or disciplinary history of firm or individual broker agent go to [FINRA BrokerCheck](#).

ERISA DISCLOSURE – Please ask your representative for the Section 408(b)(2) disclosures as it pertains to your plan and discuss any questions you may have. You may also submit an inquiry to [information@laramayllc.com](mailto:information@laramayllc.com).

OPTIONS – If you are interested in using options please read through the [Characteristics and Risks of Standardized Options and Supplements](#). This is written and published by The Options Clearing Corporation. This booklet explains the purposes and risks of options transactions and is provided to an investor prior to buying or selling options contracts. The CBOE also has investor education videos that help illustrate the various behaviors of options.

TAX AND LEGAL ADVICE – LMA and its representatives are not licensed tax or legal professionals. Materials provided are not intended or written to be used, and cannot be used by any taxpayer, for the purpose of avoiding penalties that may be imposed on the taxpayer under U.S. federal tax laws. Individuals should consult their personal tax or legal professional regarding tax filings, such that may be required for certain trusts, retirement and ERISA plans, and any tax- or legal-related investment decisions.

CHANGING REPRESENTATIVE? – For consumers considering changing brokerage firms and a broker agent representative, FINRA has created educational material to help you ask important questions and issues to consider before you make a change. Please read over this material as [provided here](#).

ACCOUNT STATEMENTS – Clients should receive at least quarterly statements directly from the custodian that holds and maintains your investment assets. We urge clients to carefully review such statements and compare such official custodial records to any report or information that an LMA representative provides or is viewed via a custodial feed in a third party software or online portal. Statements from different custodians may vary from one to another based on their accounting procedures, reporting dates, or valuation methodologies of certain securities.

## SIPC

LMA is a member of the Securities Investor Protection Corporation (“SIPC”). Securities in your account protected up to \$500,000. To obtain information about SIPC call SIPC at (202)371-8300 or visit [sipc.org](http://sipc.org).

*NOTE: The disclosures on this website may be updated periodically as required. Please check this website often for any updates.*

*Last updated May 7, 2019*