

LFS Privacy Policy

Updated Public Privacy Policy (Core + State Addenda)

Legacy Financial Strategies LLC (d/b/a LFS4Life)

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Effective Date: January 29, 2026

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1. Executive Summary and Scope

This Privacy Policy applies to Legacy Financial Strategies LLC (LFS4Life), a Louisiana-based insurance marketing organization (IMO), and governs the collection, use, and protection of personal information across our operations in Louisiana, Texas, Florida, and North Carolina.

It applies to both in-person and online interactions, including our website, social media platforms, and digital lead forms. While Louisiana law governs our core obligations, we also provide state-specific addenda to address privacy rights and notice requirements in other states where we operate or market to residents.

2. Core Privacy Policy

Overview:

LFS4Life is committed to protecting your privacy. This policy outlines how we collect, use, and safeguard your personal information.

Information We Collect:

- Personal identifiers (name, contact info, SSN)
- Financial and insurance application data
- Online identifiers (IP address, browser/device info, cookies)

Uses and Sharing:

- To deliver services, comply with laws, prevent fraud, and (with consent) for marketing
- Shared with service providers, regulators, and affiliates
- Not sold to third parties without consent

Security and Retention:

- We use safeguards appropriate to the sensitivity of the data
- Data is retained only as long as necessary for legal or business purposes

Cookies and Tracking:

- We use essential, analytics, and optional cookies
- Preferences can be managed via browser settings or our cookie preference center

Third-Party Links:

- Our website may link to third-party sites; we are not responsible for their privacy practices

Consumer Rights and Requests:

- You may request access, correction, or deletion of your data
- Contact us at privacy@lfs4life.com or (318) 676-9295

Children:

Legacy Financial Strategies LLC - Privacy Policy

- Our services are not directed to children under 13

Changes to Policy:

- We may update this policy and will post changes with a revised effective date

Legal Notice:

- This policy is informational and not legal advice.

3. State Addenda Overview

We provide separate state-specific addenda for Florida, Texas, and North Carolina. These addenda outline additional rights and obligations under each state's privacy laws.

You can access these addenda as separate documents linked from our Privacy Policy page or request them by contacting privacy@lfs4life.com.

4. Publication and Distribution Guidance

To ensure transparency and compliance, this Privacy Policy should be:

- Linked in the footer of every page on our website
- Linked in the bio or About section of all social media profiles
- Included or linked in all digital lead forms
- Referenced in paper forms with a short printed privacy notice

Sample footer link text:

"Privacy Policy"

Sample lead form notice:

"By submitting this form, you agree to our Privacy Policy and consent to the collection and use of your information as described therein."

5. Contact and Request Procedures

To submit a request to access, correct, or delete your personal information, please contact us at:

Email: privacy@lfs4life.com

Phone: (318) 676-9295

Verification:

We may request additional information to verify your identity before processing your request.

Response Time:

We aim to respond to all verified requests within 30 days, unless an extension is permitted by law.