

# POLITICAL NEUTRALITY & NONPARTISANSHIP CODE OF CONDUCT

## Purpose

At True North Advisors, our mission is to guide clients with clarity, objectivity, and integrity—regardless of political climate or ideology. We serve a diverse client base with varying perspectives, and we are committed to maintaining an environment of professional neutrality and nonpartisanship in all aspects of our business.

This code is designed to reassure our clients that their financial well-being is our only priority, clarify internal expectations around political neutrality, and preserve a workplace culture that is inclusive, respectful, and free from political bias or influence.

## Our Political Neutrality Principles

### Client-Centered Objectivity

We do not allow personal political opinions or affiliations to influence our financial advice, investment recommendations, or service delivery. All planning, portfolio design, and communication is based on facts, fiduciary duty, and the client's best interest—not political agendas.

### Respectful Workplace Culture

All team members are expected to respect differing viewpoints and keep political conversations private and outside of client-facing interactions. Political speech or behavior that creates discomfort or conflict in the workplace will be addressed through our internal HR and compliance channels.

### Communication Standards

Internal and external communications must remain free from political commentary or bias. When clients raise political topics, we respond with empathy and professionalism—but we do not engage in political discussion or provide opinions.

### Non-Endorsement Policy

True North Advisors does not endorse or support any political party, candidate, legislation, or campaign. We do not contribute company resources (monetary or time) to political causes or advocacy.

### Compliance & Oversight

We comply with all relevant industry rules (e.g., FINRA, SEC, Reg BI) that prohibit political influence in investment recommendations. Any concerns about political bias or conduct should be reported to management or our compliance officer immediately.

## Client Reassurance Statement

At True North Advisors, we don't let politics interfere with your financial plan. Our only agenda is helping you live with clarity, confidence, and control—no matter who's in office. We are proud to serve clients from all walks of life, and we believe your values, not politics, should guide your financial decisions.