



**101 West Elm Street, Suite 355**

**Conshohocken, PA 19428**

**610-260-2200**

**610-260-2239**

**[www.towerbridgeadvisors.com](http://www.towerbridgeadvisors.com)**

This brochure provides information about the qualifications and business practices of TOWER BRIDGE ADVISORS. If you have any questions about the contents of this brochure, please contact us at: 610-260-2200, or by email at: [jkachel@towerbridgeadvisors.com](mailto:jkachel@towerbridgeadvisors.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority. Tower Bridge is registered with the SEC as an investment adviser; please note that registration does not imply a certain level of skill or training.

Additional information about TOWER BRIDGE ADVISORS is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

This Brochure was last updated on March 23, 2016

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\* A NOTE ABOUT THE FORMAT OF THIS BROCHURE: The SEC requires all registered investment advisers to use prescribed headings, even if those headings are not relevant to a particular adviser's operations. Where a required heading does not pertain to our business, we list the heading and explain that the topic does not apply to us.

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# Advisory Business

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## Firm Description

Founded in 2001, TOWER BRIDGE ADVISORS (referred to below as “Tower Bridge” or the “Company”) provides personalized confidential investment management services and advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses.

With the exception of one minority shareholder, the Company is all employee-owned. The primary shareholders are Maris Ogg and James Meyer.

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## Types of Advisory Services

### ○ *Discretionary Asset Management*

Tower Bridge’s principal business is providing discretionary investment supervisory services, also known as asset management services. We base these services on a careful analysis of a client’s total financial position, including the client’s documented financial resources and investment goals and objectives. While a discretionary account arrangement generally authorizes Tower Bridge to buy and sell securities for managed accounts without obtaining specific client consent, clients may impose restrictions on the purchase of certain securities or types of securities for their accounts.

We invest client assets primarily in equities (stocks) and fixed-income securities, such as corporate debt securities, municipal securities and U.S. government securities. Investments may also include: warrants, commercial paper, certificates of deposit, investment company securities (variable annuities, and no-load, low-load mutual funds or exchange-traded funds), options contracts, futures contracts, and interests in partnerships (real estate, and oil and gas).

Tower Bridge may also provide its discretionary management services through one or more “wrap-fee” programs. Under these programs the client is introduced to Tower Bridge by a program sponsor, who also acts as custodian of the funds and securities of the participating account; effects all purchases and sales of securities for that account; monitors Tower Bridge’s performance; and provides periodic reports to the client. The program sponsor charges the client a comprehensive (or “wrap”) fee for all of the portfolio management, brokerage execution, custodial and administrative services rendered to the account and pays a portion of that comprehensive fee to Tower Bridge for the investment advice Tower Bridge renders.

### ○ *Non-Discretionary Asset Management*

Tower Bridge also offers non-discretionary investment management services, although it does so on a very limited basis. Under such an arrangement, Tower Bridge regularly monitors a client’s account and makes buy/sell recommendations based on the client’s resources and objectives. However,

before executing each trade for a non-discretionary account, a Tower Bridge portfolio manager must first obtain the client's permission.

○ *Other Advisory Services*

In addition to the foregoing investment supervisory services, Tower Bridge may also, from time to time, furnish generalized investment advice through individual consultations or may prepare special reports or analyses relating to securities. Tower Bridge also furnishes investment and financial consultation services with respect to employee benefit plans and executive compensation, mergers and acquisitions and related matters.

Finally, several times a year, Tower Bridge prepares and distributes an investment letter to clients and certain prospective clients and other parties. Tower Bridge does not charge a separate fee for this product.

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**Assets Under Management**

As of March 23, 2016, Tower Bridge managed approximately \$1,180.6 million in assets for approximately 428 clients. Of this total amount, approximately \$1,145.3 million was managed on a discretionary basis, and \$35.3 million was managed on a non-discretionary basis.

## **Fees and Compensation**

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**Advisory Fees**

*Please note that Tower Bridge receives only advisory fees for its services. We do not share in any transaction-based compensation or receive other types of fees for rendering advice to clients.*

○ *Asset Management Services (Other Than Wrap Accounts)*

The annual asset management fee is based on a percentage of the investable assets according to the following standard fee schedule:

- .85% on the first \$5,000,000;
- .65% on the next \$5,000,000; and
- .45% on the assets above \$10,000,000

The minimum annual fee is \$4,250 and is negotiable. Fees higher or lower than those listed above may be charged where the circumstances so warrant.

In its sole discretion, Tower Bridge may aggregate related accounts for the purpose of calculating investment management fees. In such cases, the fee will be calculated on the aggregated portfolios' values and pro-rated to the individual portfolios if appropriate under the fee agreement with the client.

Investment management fees are billed quarterly, in advance, meaning that we invoice you before the three-month billing period has begun. Payment in full is expected upon invoice presentation. In order to facilitate the billing process, clients typically authorize Tower Bridge to directly deduct advisory

fees from the managed accounts. In such cases, Tower Bridge sends invoices to both the client and the account's custodian (described in the "Custody" section on page 10 below) showing the amount of fee to be deducted. The custodian debits the account and remits the fees to Tower Bridge. In the alternative, clients may choose to pay fee invoices themselves.

Either the client or the investment manager may terminate an advisory agreement, at any time, by written notice to the other party. At termination, fees for the uncompleted part of a quarter will be refunded to the client. No refunds are made in the case of a partial withdrawal of the account.

○ *Asset Management Services Through Wrap Accounts*

As noted above, when Tower Bridge manages accounts through a wrap-fee program, the program sponsor charges a comprehensive fee for all of the portfolio management, brokerage execution, custodial and administrative services provided to the managed account. In such cases, Tower Bridge receives its management fee from the program sponsor and does not charge a separate advisory fee to the client.

○ *Other Advisory Services*

Tower Bridge charges for its non-management investment advice and consultations on a hourly basis. The hourly rate for limited-scope engagements is negotiated with the client.

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**Other Fees and Expenses**

In addition to the advisory fees Tower Bridge charges, clients may incur other types of fees and expenses related to the investment of their assets. These fees and expenses include custodian fees, brokerage commissions and other transaction-related charges. As noted above, some or all of these fees may be bundled into a "wrap fee" if a client chooses to participate in such a program.

Furthermore, mutual fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Clients whose accounts include mutual funds will incur such management fees (known as "expense ratios") in addition to the advisory fees Tower Bridge charges.

Please refer to the "Brokerage Practices" discussion on page 7 for more information.

## Performance-Based Fees and Side-by-Side Management

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This item does not apply to our business.

## Types of Clients

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As noted above, Tower Bridge generally provides investment advice to individuals, pension or profit-sharing plans, trusts, estates, charitable organizations and small businesses. The minimum account size is \$500,000 of assets under management, which equates to an annual fee of \$4,250. When an account falls below \$500,000 in value, the minimum annual fee of \$4,250 may be charged.

Depending upon circumstances, Tower Bridge may waive the account minimum. Accounts of less than \$500,000 may be set up when the client and the advisor anticipate that the client will add additional funds to the accounts bringing the total to \$500,000 within a reasonable time. Other exceptions may apply to the Company's employees and their relatives, or relatives of existing clients.

## Methods of Analysis, Investment Strategies and Risk of Loss

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### Methods of Analysis

The security analysis methods Tower Bridge uses include fundamental analysis and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases. Tower Bridge Advisors also obtains information from research and corporate meetings.

### Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing equity and fixed-income securities. The ratio between the two categories will vary based on client needs, client preferences and market conditions. The client may change his objectives at any time. Our core equity holdings will be a diversified portfolio of individual securities chosen based on a philosophy of growth at a reasonable price, possibly supplemented as appropriate with passively-managed index and exchange traded funds that support complementary disciplines. For the fixed-income portion of portfolios, we buy investment-grade bonds in laddered maturities.

We perform our own primary research on securities selected, and supplement that research with work from outside sources.

Other strategies may include long-term purchases, short-term purchases, short sales, and option writing (including covered options, uncovered options or spreading strategies).

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**Risk of Loss**

All investment programs have certain risks that the investor must be prepared to bear. Although our investment approach constantly keeps the risk of loss in mind, we cannot guarantee that our asset management services or other investment advice will produce any particular investment return.

Depending on the types of securities invested in, a client may face the following investment risks, among others:

- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.



## **Disciplinary Information**

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This item does not apply to our business.

## **Other Financial Industry Activities and Affiliations**

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This item does not apply to our business.

## **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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### **Code of Ethics**

Tower Bridge has adopted a Code of Ethics that describes certain standards of conduct that the Company's employees must follow; forbids trading on the basis of inside information; and addresses personal trading by officers, directors and employees and certain of their family members.

With regard to standards of conduct, the Code affirms the Company's fiduciary relationship with our clients and obligates all employees to carry out their duties solely in the clients' best interests, and free from all compromising influences and loyalties. In addition, employees are expected to comply with the spirit and letter of all applicable laws, regulations and Tower Bridge compliance procedures and to be sensitive to and act appropriately in situations that may give rise to actual as well as perceived conflicts of interest or violations of the Code of Ethics. In this last regard, the Code restricts the giving or receipt of certain gifts and business entertainment and prohibits or imposes limits on political contributions in certain circumstances.

The Company will provide a copy of its Code of Ethics to any client or prospective client upon request.

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### **Participation or Interest in Client Transactions**

This item does not apply to our business.

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### **Personal Trading**

Tower Bridge and its officers, directors, employees and certain of their family members (collectively referred to here as "related persons") may invest in the same securities that are bought and sold for, or are recommended to, clients, and may do so at or around the same time that trades are placed for or recommendations are made to clients. This presents a potential conflict between the interests of the Company and its related persons on the one hand, and the interests of clients on the other.

The Company takes a number of steps to address these potential conflicts. For example, the Code of Ethics requires that all trades effected for and all

recommendations made to clients must be independent of the proprietary or personal investments of the Company or its related persons. In order to ensure this independence, Tower Bridge maintains a restricted list of securities being traded or being considered for trading on behalf of client accounts, and the Company and related persons are prohibited from buying or selling any securities on that list. Related persons must receive permission from the Company's Chief Compliance Officer, James Meyer, before investing in IPOs, private placements or other limited offerings and before engaging in day trading. (The Company does not engage in such investment activities.) Related persons also are obliged to report their personal trading activity to the Chief Compliance Officer on a quarterly basis. He reviews all employee trades to ensure that clients of the firm receive preferential treatment. He also confirms that the Company's proprietary trades comply with the restricted list. Mr. Meyer's own personal trades are reviewed by the Company's President, Maris Ogg, who also is responsible for trading Tower Bridge's proprietary account.

## **Brokerage Practices**

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### **Selecting Brokerage Firms**

In a relatively small number of cases, Tower Bridge has discretion to select the broker-dealers that execute trades for client accounts. In making such selections, the Company endeavors to achieve "best execution," which is typically defined as executing trades at the most favorable net price in light of all relevant circumstances. Among the best execution factors we consider when we select broker-dealers are: applicable commission rates; the quality, accuracy and efficiency of trade executions; the size and complexity of a particular transaction; the creditworthiness of the broker-dealer; the level of service the broker-dealer provides; and research services supplied to Tower Bridge.

The vast majority of asset management clients direct Tower Bridge to place trades for their accounts with particular broker-dealers. They do this for a variety of reasons, including the receipt of free or reduced-cost custody or other personalized services from the firms they select. Tower Bridge may assist clients in selecting the broker-dealers who will maintain custody of client assets and effect trades for client accounts. In providing this assistance, Tower Bridge will discuss with the client the services provided and commission rates charged by various brokerage firms.

Please note that in directed brokerage cases, Tower Bridge will trade only with the broker-dealer the client selects. Therefore, our ability to negotiate the commission rates charged to the account may be limited or eliminated. As a result, in some cases, a directed account may pay higher commissions, receive less favorable net prices or pay more administrative costs than it would if Tower Bridge were authorized to select the broker-dealer. Where

fixed-income securities are traded, clients who direct their trades to a particular firm may pay a commission in addition to a mark-up or mark-down on the securities. Furthermore, directed accounts may not be eligible to participate in any block trade that Tower Bridge may be able to effect for accounts that have authorized it to select the broker-dealer. (Please see the discussion of “Trade Order and Aggregation” below.) For all of these reasons, directing trades to a particular broker-dealer may compromise Tower Bridge’s ability to seek best execution on clients’ behalf.

The broker-dealers Tower Bridge recommends may refer investment management clients to the Company. Receiving such referrals could create a potential conflict between Tower Bridge’s interest in generating business and the interests of our clients. We monitor the execution costs and quality of broker-dealers we recommend to ensure that client interests are always protected.

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### **Soft Dollars**

Tower Bridge also receives research from broker-dealers who effect trades for managed accounts. These services (which are sometimes called “soft-dollar” services) include economic statistics and forecasting services, industry and company analyses, portfolio strategy services, quantitative data, market information systems and consulting services from economists and political analysts. Tower Bridge may cause clients to pay higher commissions than those charged by other broker-dealers in return for research services and may use these services for the benefit of all managed accounts, not just those accounts whose commissions paid for them; Tower Bridge does not seek to allocate soft-dollar benefits to accounts in proportion to the commissions the accounts generate. While our receipt of research in connection with client securities transactions benefits clients by enabling us to make more informed investment decisions, such arrangements might also be seen to benefit us, because we do not have to produce or pay for the research we receive in this way. For this reason, we may have an incentive to select or recommend a broker-dealer based on our interests instead of those of our clients.

In order to protect our clients’ interests, Tower Bridge has adopted policies and procedures designed to ensure that our soft-dollar practices qualify for the safe harbor established under Section 28(e) of the Securities Exchange Act of 1934. In this regard, we take steps to confirm that client commissions are used only for services that provide lawful and appropriate assistance to us in carrying out our investment decision-making responsibilities. Where one service is useful both in making investment decisions for managed accounts and in performing administrative or other non-brokerage or research functions, we reasonably allocate the cost of the service, so that the portion or specific component that assists in the investment decision making process is obtained for portfolio commissions from managed accounts and the portion or specific components that provides non-brokerage or research assistance is paid for from Tower Bridge’s own funds.

Furthermore, we periodically review the soft-dollar products and services we receive to confirm their continued usefulness in making or implementing investment decisions for our clients.

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**Trade Order and Aggregation**

Because most clients direct their portfolio trades to specific broker-dealers, Tower Bridge does not typically have the opportunity to aggregate the purchase or sale of securities for various client accounts. However, the Company may engage in such aggregate or block trading where we have the opportunity to do so on behalf of clients who have authorized us to select the broker-dealer. Partial fills of block orders are generally allocated randomly to accounts, in order to minimize the impact of commissions and to ensure fairness. However, Tower Bridge may alter its allocation practices as needed, to keep client accounts balanced or if the circumstances otherwise so warrant.

Where the same security is being bought or sold for multiple client accounts at or around the same time, Tower Bridge generally routes orders in the following way: First, we effect trades for clients who have authorized us to select the broker-dealer. Second, we place trades for clients who have directed us to use particular broker-dealers. We do this on a random basis, to ensure that all clients are treated fairly. If possible, we may aggregate the orders of clients using the same broker-dealer. Finally, we effect trades for accounts that participate in a wrap program.

## **Review of Accounts**

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**Periodic Reviews**

Tower Bridge reviews client accounts in various ways.

First, the trade log is reviewed daily to ensure the accuracy of trading in each account. Second, the Company reviews account activity during the quarterly reconciliation process.

Finally, each managed account is reviewed by a portfolio manager and at least one other member of the investment committee at least annually, to ensure that the account is being managed in accordance with the information and direction the client has provided to us. Account reviews are performed more frequently when market conditions dictate; when there are changes in tax laws; or when there are changes in a client's financial situation or investment objectives.

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**Reports**

In addition to the custodian reports described in the "Custody" section below, asset management clients also receive written quarterly reports from Tower

Bridge. These reports include details of trades, account balances, performance, dividends, interest, fees and contributions and withdrawals.

## **Client Referrals and Other Compensation**

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### **Incoming Referrals**

As explained above, Tower Bridge receives client referrals from broker-dealers who may then execute all trades for the referred clients' accounts. On occasion, the Company also may compensate individuals or corporations for client referrals. All such referral fees (which typically are a portion of the advisory fee) are paid pursuant to a program established in accordance with Rule 206(4)-3 of the Investment Advisers Act of 1940 and in accordance with applicable state law.

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### **Referrals Out**

Tower Bridge does not accept referral fees or any form of remuneration from other professionals when Tower Bridge refers a prospect or client to such parties.

## **Custody**

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All client assets are held by qualified custodians, such as banks or broker-dealers. These custodians provide account statements directly to clients at their address of record, at least quarterly. Clients are urged to compare the account statements they receive from their custodians with the performance report statements provided by Tower Bridge, and notify us promptly of any inconsistencies. Clients should also notify us if they do not receive statements from their custodian.

## **Investment Discretion**

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As described in the discussion of "Advisory Services" on page 1 above, Tower Bridge typically exercises investment discretion over client accounts. Tower Bridge's authority in this regard derives from the advisory contract, in which the client gives Tower Bridge a limited power of attorney to act on the client's behalf. As noted above, even where such authority has been granted, clients may impose reasonable restrictions on the securities or types of securities purchased for their accounts.

## Voting Client Securities

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Unless a client directs otherwise, Tower Bridge votes proxies for securities over which it maintains discretionary authority consistent with its proxy voting policy. Clients may request that proxies relating to their portfolio securities be voted in a specific manner, provided that such requests are made in writing to us at least 60 days prior to the voting deadline.

Although unlikely, it is theoretically possible that we may be called upon to vote a proxy in a situation that entails a conflict of interest. Such a conflict could arise, for example, where the Company or one of its portfolio managers has a business or personal relationship with the proponent of a proxy proposal or a candidate for corporate directorship. In the event that a proxy vote raises a potential conflict of interest, we will either disclose the potential conflict to clients and obtain their consent to our vote recommendation, or will seek advice from and follow the recommendation of an independent third party on the issue.

Clients may obtain a copy of the Company's proxy voting policy and information on how we voted their securities by sending us a written request.

## Financial Information

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**This item does not apply to our business.**

## Business Continuity Plan

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### General

Tower Bridge maintains electronic and hardcopy information which is essential to performing services for our clients. Tower Bridge also maintains a basic Business Continuity Plan that provides steps in the event that our office is not accessible. This Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan also covers man-made disasters such as loss of electrical power, loss of water pressure, fire and bomb threats. Electronic files are backed up daily and archived offsite.

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### Loss of Key Personnel

In the event of a loss of key personnel, we will contact all affected clients promptly to determine who the appropriate replacement person should be.

## **Information Security Program**

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Tower Bridge maintains an information security program to reduce the risk that the confidentiality of personal client information may be breached. We employ firewalls, virus-scanning software and other methods to help ensure that client information is protected.

## **Privacy Notice**

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Please refer to the next page for a description of Tower Bridge's privacy policy.

# FACTS

## WHAT DOES TOWER BRIDGE ADVISORS, INC. DO WITH YOUR PERSONAL INFORMATION?

### Why?

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

### What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and income
- assets and transaction history
- investment experience and risk tolerance

When you are *no longer* our customer, we continue to share your information as described in this notice.

### How?

All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons Tower Bridge Advisors, Inc. chooses to share and whether you can limit this sharing.

Reasons we can share your personal information	Does Tower Bridge Advisors, Inc. share?	Can you limit this sharing?
<b>For our everyday business purposes–</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes–</b> to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	No	We don't share
<b>For our affiliates' everyday business purposes–</b> information about your transactions and experiences	No	We don't share
<b>For our affiliates' everyday business purposes–</b> information about your creditworthiness	No	We don't share
<b>For nonaffiliates to market to you</b>	No	We don't share

### Questions?

Call 866-959-2200 or go to [www.towerbridgeadvisors.com/privacy.html](http://www.towerbridgeadvisors.com/privacy.html)



What we do	
How does Tower Bridge Advisors, Inc. protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does Tower Bridge Advisors, Inc. collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>■ open an account or give us contact information</li> <li>■ enter into an investment adviser contract or give us your income information</li> <li>■ tell us about your investment or retirement portfolio</li> </ul> <p>We also collect your personal information from other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> <li>■ sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>■ affiliates from using your information to market to you</li> <li>■ sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing</p>
Definitions	
Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>■ <i>Tower Bridge Advisors, Inc. has no affiliates</i></li> </ul>
Nonaffiliates	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>■ <i>Tower Bridge Advisors, Inc. does not share with nonaffiliates so they can market to you</i></li> </ul>
Joint marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>■ <i>Tower Bridge Advisors, Inc. doesn't jointly market</i></li> </ul>
Other important information	