MF & Co.

Asset Management

Privacy Policy

Last updated 19 April 2026

MF & Co. Asset Management (ABN 99 622 929 597, AFSL 520442) takes your privacy seriously and handles personal information in accordance with the Australian Privacy Principles set out in the Privacy Act 1988 (Cth). This policy explains what personal information we collect, how we use it, how we protect it, and the rights you have in relation to it.

By using our website, subscribing to our research or otherwise engaging with MFAM, you accept the practices described below. We may update this policy from time to time and the current version will always be available at /privacy-policy/.

Information we collect

We only collect information that is reasonably necessary for the services we provide. Depending on how you interact with us, the information we hold may include:

- Identity and contact details such as your name, email, phone number and postal address
- Information you provide when you complete forms on our website, request research, subscribe to our mailing list or otherwise contact us
- Financial information relevant to any onboarding or advice process you undertake with MFAM
- Records of correspondence with us, including emails and call notes
- Technical data collected automatically when you use our website, including IP address, browser type, device information, referring page and pages visited

How we use your information

MFAM provides general advice only and does not rely on your personal circumstances when preparing the content published on this website. We use your personal information to:

- Identify you and meet our obligations under Australian law, including the Corporations Act 2001, anti-money laundering and counter-terrorism financing legislation and the conditions of our Australian Financial Services Licence
- Send you the research, market commentary and updates you have subscribed to
- Respond to enquiries and provide the services you have asked us for
- Improve the website, our content and our internal record keeping
- Comply with any other legal or regulatory obligation

Who we share your information with

We do not sell your personal information. We only disclose it where it is necessary to provide our services, where we have your consent, or where we are required or permitted by law. Parties we may share information with include:

- Our authorised representatives, employees and contractors who need the information to perform their role
- Service providers who help us run the business, including email delivery and marketing platforms such as Mailchimp, website and infrastructure hosting providers, Google and

Microsoft productivity services, analytics providers, and advertising platforms (Google and Meta) as described below

- Regulators, auditors and professional advisers where this is required or appropriate
- Any party you have specifically authorised us to share information with

Some of our service providers are based outside Australia, including in the United States and the European Union. Where this occurs we take reasonable steps to ensure they handle your information in a way that is consistent with the Australian Privacy Principles.

Marketing communications

If you have subscribed to our mailing list, we may send you research, market commentary and information about MFAM services. You can opt out at any time by using the unsubscribe link included in every marketing email we send, or by contacting us directly. We do not provide your contact details to third parties for their own marketing purposes.

Cookies, analytics and advertising

Our website uses cookies and similar technologies to understand how visitors use the site and to measure our advertising. We use Google Analytics to see which pages are viewed and how visitors arrive at the site. We also use the Google Ads tag and the Meta Pixel to measure whether our ads on Google, Facebook and Instagram lead to enquiries, and to show our ads to people who have visited our site.

If you send us an enquiry after clicking one of our ads, we may share your email address, phone number and name with Google and Meta in hashed (scrambled) form, along with your IP address and browser type, together with the fact that you made an enquiry and whether you later became a client. This is used only to measure and improve our ads. Google and Meta may process this information in the United States and other countries.

You can disable cookies through your browser settings, turn off personalised ads in your Google and Meta account settings, or contact us and ask that we don’t share your details for ad measurement.

How we store and protect your information

We take reasonable steps to protect the personal information we hold from misuse, interference, loss and unauthorised access, modification or disclosure. This includes physical security at our office, access controls on our systems, use of reputable cloud providers and encryption where appropriate. We retain personal information only for as long as it is needed for the purpose it was collected or as required by law. Once it is no longer required, we take reasonable steps to destroy or de-identify it.

MF & Co. Asset Management (ABN 99 622 929 597 AFSL 520442)
T: 1300 889 603 W: https://mfam.com.au E: hi@mfam.com.au A: Suite 803, 70 Pitt St, Sydney NSW 2000

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Accessing and correcting your information

You can ask us at any time to confirm what personal information we hold about you, to correct it if it is inaccurate or out of date, or to ask that we delete it where we are not required to retain it. Requests should be made in writing through our contact page. We will respond within a reasonable period, usually within 30 days. We do not charge a fee to make a request, although a reasonable fee may apply if significant work is required to collate the information.

How to make a complaint

If you have a concern about how we handle your personal information, please contact us first through our contact page so we have the opportunity to resolve it. We will acknowledge your complaint promptly and aim to provide a response within a reasonable period. If you are not satisfied with our response you may contact the Office of the Australian Information Commissioner at www.oaic.gov.au.

Contact us

MF & Co. Asset Management
Suite 803, 70 Pitt Street, Sydney NSW 2000
mfam.com.au/contact

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