

## Material Changes

Form ADV Part 2A, Item 2 (Exhibit to Part 2A)

This brochure dated March 2024 January 1, 2024 contains the following material changes from the brochures dated January 1, 2024, April 21, 2023 and the brochure dated March 2023, which was filed with our last annual updating amendment, as indicated below:

*Effective April 21, 2023*

- The fee schedule for non-institutional clients is revised for accounts opened after April 21, 2023 (Item 5, Fees and Compensation).

*Effective January 1, 2024*

- Advisory fees are charged in advance each calendar quarter based upon the value of the client's account (including accrued income, if any) on the last business day of the previous calendar quarter. Prior to January 1, 2024, fees were charged in arrears. (Item 5, Fees and Compensation)

*Effective March 2024*

- Assets under management is updated as of December 31, 2023 (Item 4, Assets Under Management).

**Additional information about Wall Capital Group is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Wall Capital Group, Inc.**

**2550 W. Union Hills Drive  
Suite 350**

**Phoenix, Arizona 85027**

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

## Additional Information/Privacy Policy

### PRIVACY POLICY

#### FACTS

#### WHAT DOES WALL CAPITAL GROUP (“WCG”) 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 transaction history
- Account balances and checking account information
- Purchase history and wire transfer instructions

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 investors’ personal information to run their everyday business. In the section below, we list the reasons financial companies can share their investors’ personal information; the reasons WCG chooses to share; and whether you can limit this sharing.

Reason we can share your personal information	Does WCG 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	We have no affiliates	We don’t share
<b>For our affiliates’ everyday business purposes—</b> information about your creditworthiness	We have no affiliates	We don’t share
<b>For nonaffiliates to market to you</b>	No	We don’t share

#### Questions?

Call 1-623-242-6332 or go to [www.wallcapitalgroup.com](http://www.wallcapitalgroup.com).

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**Who we are**

<b>Who is providing this notice?</b>	Wall Capital Group, Inc., 2550 W. Union Hills Dr., Suite 350, Phoenix, AZ 85027
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**What we do**

<b>How does WCG protect my personal information?</b>	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.
<b>How does WCG collect my personal information?</b>	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>▪ Open an account or provide account information</li> <li>▪ Provide suitability information about your finances</li> <li>▪ Give us your contact information</li> </ul> <p>We also collect your personal information from other companies.</p>
<b>Why can't I limit all sharing?</b>	<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**

<b>Affiliates</b>	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ Although we are a single company, we use several names for marketing purposes and legal purposes. Our names are set forth at the top of this page.</li> </ul>
<b>Nonaffiliates</b>	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ WCG does not share with nonaffiliates so they can market to you.</li> </ul>
<b>Joint marketing</b>	<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>▪ WCG does not jointly market.</li> </ul>

**Other important information**

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