Code of Ethics

January 6, 2026

WealthEQ LLC
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WealthEQ, LLC is registered as an investment adviser with the State of Colorado. Registration with the SEC or any state securities authority does not imply a certain level of skill or training.

Additional information about WealthEQ is also available on the SEC's website at www.adviserinfo.sec.gov.

Introduction

As a Registered Investment Advisor (RIA) operating in the state of Colorado, WealthEQ is committed to maintaining the highest standards of ethical behavior, professional integrity, and regulatory compliance. This Code of Ethics outlines the principles and policies that govern our actions and decisions to protect clients' interests and promote fair and transparent practices. All employees and representatives must adhere to these guidelines.

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1. Fiduciary Duty

- Act in the best interests of clients at all times, prioritizing their goals and financial well-being above personal or business interests.
- Provide full disclosure of all material facts that might influence the client's decisions.

2. Integrity and Honesty

- Conduct all activities with honesty and integrity.
- Avoid any action or association that could compromise professional reputation or the trust of clients.

3. Confidentiality

- Protect the confidentiality of client information.
- Do not disclose non-public client information without explicit consent unless required by law.

4. Compliance with Laws and Regulations

- Adhere to all applicable federal and state laws, including the Colorado Securities Act.
- Follow all rules set forth by regulatory authorities, including the U.S. Securities and Exchange Commission (SEC) and the Colorado Division of Securities.

5. Fair Dealing

- Deal fairly with all clients and prospects, avoiding favoritism or discrimination.
- Provide objective, unbiased advice and ensure that recommendations are suitable for each client's unique situation.

6. Avoidance of Conflicts of Interest

- Disclose and mitigate all actual or potential conflicts of interest.

- Refrain from engaging in activities that could create a perception of impropriety.

7. Recordkeeping

- Maintain accurate records of all client communications, transactions, and advisory activities as required by regulatory authorities.
- Ensure records are stored securely and are easily retrievable in case of audit or client inquiry.

8. Gifts and Entertainment

- Do not accept gifts, favors, or entertainment that could influence decision-making or appear to compromise professional judgment.
- Follow firm guidelines for permissible gifts and report all gifts as required.

9. Personal Trading

- Disclose all personal securities transactions and holdings that may pose conflicts with client interests.
- Follow firm policies on pre-clearance of trades and holding periods where applicable.

10. Education and Training

- Participate in ongoing professional education to stay informed about changes in laws, regulations, and industry best practices.
- Maintain all required licenses and certifications.

11. Reporting Violations

- Report any known or suspected violations of this Code of Ethics to the designated compliance officer promptly.
- Cooperate fully with any investigation related to violations.

Acknowledgment and Certification

- All employees and representatives must review, understand, and certify compliance with this Code of Ethics annually.

Conclusion

By adhering to these principles, WealthEQ ensures a commitment to ethical conduct, regulatory compliance, and the highest standard of client service. This Code of Ethics serves as a cornerstone of our dedication to trust, professionalism, and fiduciary responsibility.