FIRM COMPLIANCE REVIEW

Waterlily + Wealth Assurance Group

Firm Compliance Review

This overview helps your compliance team evaluate contracting, compensation, client communications, insurance oversight, and data security before approving the relationship.

- ☑ SOC 2 audited — independent assessment of security controls. Request the current report and scope through our Trust Center.
- ☑ HIPAA compliant — safeguards for sensitive health information, with a Business Associate Agreement where applicable.
- ☑ Encryption and access protection — encryption in transit and at rest, multi-factor authentication and controlled access.
- ☑ Ongoing security testing — vulnerability scans, penetration testing, monitoring and access logging.
- ☑ Business continuity — documented and regularly tested continuity and disaster recovery plans.
- ☑ Client privacy — no sale of personal information for third-party marketing. Carrier sharing requires client authorization.



Covered by

WSJ · World Economic Forum · yahoo!finance · TechCrunch

Build a plan for free

waterlily.com

FIRM COMPLIANCE REVIEW

Waterlily + Wealth Assurance Group

Firm Compliance Review

- Written protections — template MSA and Data Protection Agreement available for review and signature, covering confidentiality, security, permitted data use and retention/deletion.
- Timely incident notice — contractual notification as soon as possible, within 72 hours of awareness of a qualifying breach, with investigation support.
- Professional oversight — planning estimates remain subject to professional judgment; insurance work is handled by appropriately licensed professionals.
- Contracting impact — No blanket move of unrelated business. Confirm writing codes, dual contracts or releases—and effects on existing business or renewals—by carrier.
- Firm disclosures — Your CCO determines Form ADV, compensation/conflict and client disclosure requirements. We provide the proposed arrangement for review.
- E&O coverage — Confirm the relevant certificates and scope of coverage for WAG and the advisor before approval.
- Four-step path — Share current relationships/state → choose roles → confirm CCO/carrier approvals → sign or complete training. WAG coordinates paperwork with your team; elapsed time depends on the case.
- Compensation and handoff — See the Compensation & Eligibility Guide for worked economics. The advisor authorizes each client introduction and communication plan.

Suggested introduction: "I'll remain your advisor for the overall plan. I'm bringing in WAG for specialized LTC analysis and insurance coordination; we'll work together on next steps."
Need further review of AI data use, subprocessors, E&O or carrier contracting? We'll provide the supporting evidence.
Trust Center · Security overview · Privacy policy

Send your vendor questionnaire or request the MSA/DPA; we'll coordinate with your CCO.

Backed by

Edward Jones VENTURES · Genworth · Nationwide Ventures · BREWER LANE VENTURES