

Operations & Security



How it works



Flourish Cash[†] was designed to provide you with a competitive interest rate on your cash and significantly more FDIC insurance coverage through our Program Banks^² than a single bank account can provide. We offer all of that from an account with unlimited transfers, no minimums, and a seamless all-digital account opening process.

We are not a bank, but the money you transfer into your Flourish Cash account is automatically deposited at our FDIC-member Program Banks, such as PNC Bank and HSBC Bank USA.

Your cash is not invested in money market funds or other investment products that have a risk of market loss.



Your bank



You can transfer money between your bank and Flourish Cash



Flourish Cash



We deposit your cash into one or more of the banks we partner with



FDIC-insured Program Banks

How your deposits are FDIC insured

FDIC regulations specifically state that cash deposited at a bank (like our Program Banks) by an agent (like Flourish Financial LLC, our SEC-registered Broker Dealer) on behalf of its customers (like you) will be insured as *if the customers deposited the cash directly with the banks themselves*. At the Program Banks, your cash is deposited in depository accounts that are titled for the exclusive benefit of our customers. And we show you exactly which banks are holding your deposits on every monthly statement.

In fact, cash sweep programs are nothing new—there are hundreds of billions of dollars in operationally similar programs today at the largest broker-dealers in the world, such as Charles Schwab and Fidelity. For more details on FDIC coverage, visit <https://www.fdic.gov>.

About cash sweep programs

The Securities and Exchange Commission has written a detailed overview of cash sweep programs that you can find here: https://www.sec.gov/oiea/investor-alerts-bulletins/ib_banksweep.html

Our Program Banks



Deposits made into your Flourish Cash account are automatically transferred to our FDIC-member Program Banks. We are proud to work with some of the largest banks in the United States.

View the full list of current Program Banks here:

<https://info.flourish.com/program-banks>

Flourish works with over
25 Program Banks, including:

- BankUnited
- CIBC
- Citibank
- HSBC Bank USA
- KeyBank
- PNC Bank
- U.S. Bank
- Webster Bank
- Wintrust Bank
- ... and many more

Cybersecurity

Since day one, security has been a top priority. We've completed a System and Organization Control 2 (SOC 2®) Type 2 examination, and built Flourish Cash with modern security techniques in mind, including:

Bank-level encryption: all data is encrypted at rest using AES 256-bit encryption and in transit using TLS 1.2

Advanced login protection: we require multi-factor authentication and strong passwords for every client

Vulnerability scanning: we run frequent internal and external security scans and audits of our software and systems

Automatic logout: clients who are inactive for an extended period of time are automatically logged out to prevent unauthorized account access

Background checks: everyone on our staff undergoes a criminal background check

Identity verification: we conduct thorough identity verification checks on new customers to determine if the identity information provided is valid and that the person is not on certain government sanctions lists

Suspicious activity monitoring: we look for unusual behavior related to transfers and activity

New bank holds: whenever clients connect a new external bank account to Flourish Cash, we send a notification email to the account owner(s) and prevent withdrawals to that bank for three days

Account notifications: we send notification emails to account owner(s) whenever a transfer is placed, a bank account is added, or information about their account is changed

Internal training: all employees go through security awareness training on common information technology risks such as malware and phishing

Dedicated security team: we have a Chief Information Security Officer and internal and external security teams that are constantly evaluating risks and enhancing our security

Additional information



- Flourish Cash is offered through Flourish Financial LLC, a broker-dealer registered with the SEC and licensed to operate in all U.S. states. You can find our official BrokerCheck page here: <https://brokercheck.finra.org/firm/summary/293019>
- Flourish is owned by MassMutual.[∞] Founded in 1851, MassMutual is one of the largest and most financially stable institutions in the United States. Flourish operates as a standalone business within MassMutual, independent from MassMutual's existing wealth management and insurance businesses.
- We will never sell your data to any third party.
- You can learn more about our team here: <https://info.flourish.com/about>

Have additional questions?

Phone: (833) 808-5700

Email: support@flourish.com

You can find answers to many frequently asked questions at <https://support.flourish.com>

Flourish is an online platform through which investors can access financial services and products. Flourish's offerings are provided by different entities and are subject to different terms, investor protections, and risks. Flourish Cash is offered by Flourish Financial LLC, a registered broker-dealer and FINRA member. **Flourish Financial LLC is not a bank.** Check the background of Flourish Financial LLC and its personnel on FINRA's [BrokerCheck](https://brokercheck.finra.org/firm/summary/293019). Flourish Annuities refers generally to the annuity platform operated by Flourish Technologies LLC and to Flourish Insurance Agency LLC, and, where applicable, Flourish Financial LLC. Flourish Insurance Agency operates in its capacity as a licensed insurance producer with offices in Jersey City, New Jersey, and does business in California under the name Flourish Digital Insurance Agency, providing insurance services related to such platform. Variable annuities, defined in this context to include Registered Index-Linked Annuities ("RILAs"), are offered through Flourish Financial LLC. Annuities shown on the platform are sold through Flourish Annuities, and are issued by one or more licensed insurance companies. The Flourish entities mentioned above are affiliates. Flourish Cash and Flourish Annuities accounts are separate accounts and only assets in Flourish Cash accounts may be eligible for protection by the FDIC or SIPC. Please review the [Legal](#) section of our website, and the disclosures provided with each Flourish service or product for further information. If you were introduced or invited to Flourish by an investment advisor or other third party, please be aware that, unless otherwise disclosed to you, they are not affiliated with any Flourish entity. The role of the investment advisor or other firm that invited you to Flourish may vary between different Flourish services and products, as further described in your terms of service. © 2025 Flourish. All rights reserved.

[†] A Flourish Cash account is a brokerage account offered by Flourish Financial LLC, a registered broker-dealer and FINRA member. **Flourish Financial LLC is not a bank.** Check the background of Flourish Financial LLC and its personnel on FINRA's [BrokerCheck](https://brokercheck.finra.org/firm/summary/293019). The cash balance in a Flourish Cash account will be swept from the brokerage account to deposit account(s) at one or more third-party Program Banks that have agreed to accept deposits from customers of Flourish Financial LLC. The accounts at Program Banks will pay a variable rate of interest.

[∞] The cash balance in a Flourish Cash account that is swept to one or more Program Banks is eligible for FDIC insurance, subject to FDIC rules, including aggregate insurance coverage limits. FDIC insurance will not be provided until funds arrive at the Program Bank. There are currently at least 24 Program Banks available to accept deposits for business Flourish Cash accounts and personal Flourish Cash accounts, and we are not obligated to allocate customer funds across more than this number of Program Banks if there is a greater number of banks in the program. Customers are generally eligible for FDIC insurance coverage of \$250,000 per customer, per Program Bank, for each account ownership category. Thus, business customers are eligible for up to \$6,000,000 of FDIC insurance and personal customers are eligible for (i) up to \$6,000,000 of FDIC insurance for an individual account or revocable living trust account and (ii) up to \$12,000,000 of FDIC insurance for a joint account with two owners or joint revocable living trust(s). The total FDIC coverage for a two-person household is calculated assuming that each household member has an individual account and that both household members share a joint account. If the number of Program Banks decreases for a customer (for instance, because a customer chooses to exclude Program Banks from receiving their deposits), the amount of FDIC insurance through Flourish Cash could be lower. Typically, all of a customer's deposits at a Program Bank in the same ownership category (including deposits held outside Flourish Cash or held through multiple Flourish Cash accounts with the same ownership category) count toward the FDIC insurance limit for deposits at that Program Bank. Customers are responsible for monitoring whether they maintain deposits at a Program Bank outside of Flourish Cash and should consider choosing to exclude that Program Bank from receiving their deposits to avoid exceeding FDIC insurance limits. Although Flourish Cash is offered through a brokerage account and cash held in brokerage accounts often has the benefit of SIPC protection, until such time as we offer securities products, customers likely will not have the benefit of SIPC protection. SIPC protection is not available for cash held at the Program Banks. Our current Program Banks can be found [here](#). For additional information regarding FDIC coverage, visit <https://fdic.gov/>.

[∞] The Flourish business is owned by Massachusetts Mutual Life Insurance Company ("MassMutual"). Flourish Financial LLC, Flourish Digital Assets LLC, Flourish Insurance Agency LLC, and Flourish Technologies LLC are indirect, wholly-owned subsidiaries of MassMutual.