

**Privacy Policy for Tax Nation Pros** Effective Date: October 1, 2025 Last Updated: October 1, 2025

**1. Introduction** Tax Nation Pros (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, and protect your data when you visit our website [www.taxnationpros.com], use our online services, or interact with our advertising campaigns on Meta platforms (Facebook, Instagram, Messenger, etc.).

By using our website or providing your information, you agree to this Privacy Policy.

**2. Information We Collect** A. Information You Provide Directly When you use our website, contact us, or sign up for services, we may collect: - Full name, phone number, email address, and mailing address - Taxpayer Identification Number (TIN) or Social Security Number (SSN) (for tax preparation purposes) - Employment, income, and financial information - Uploaded documents such as W-2s, 1099s, or identification - Payment or billing information - Messages and communications submitted through forms or chat

B. Information We Collect Automatically When you visit our website or click on our ads, we may collect: - IP address and browser information - Device type, operating system, and usage analytics - Pages visited and duration of visits - Clicks, ad interactions, and referral URLs - Cookies and tracking pixels (including Meta Pixel)

**3. How We Use Your Information** We use your information to: - Provide and improve our tax preparation, bookkeeping, and payroll services - Process e-filing and maintain compliance with IRS regulations - Communicate with you about your account, filings, or updates - Send relevant promotions, offers, and service updates (only with your consent) - Measure ad effectiveness and website traffic through Meta and Google analytics - Prevent fraud and maintain data security

We do not sell your personal information to third parties.

**4. How We Share Your Information** We may share limited information with: - Authorized service providers: e-filing partners, payment processors, and IT support - Government authorities: when required by IRS, state, or court order - Marketing platforms: such as Meta, only to deliver personalized ads based on non-sensitive data (email, phone number, or browser behavior) — all data shared is hashed and encrypted - With your consent: when you authorize us to share data with third parties (e.g., accountants, lenders)

All partners are required to maintain confidentiality and comply with data protection laws.

**5. Your Privacy Choices and Rights** You can: - Request access, correction, or deletion of your personal data - Opt out of receiving marketing emails or retargeting ads - Disable cookies and Meta tracking pixels in your browser settings - Contact us to withdraw consent at any time

To exercise your rights, email us at [privacy@taxnationpros.com](mailto:privacy@taxnationpros.com) with the subject line “Privacy Request.”

**6. Data Retention and Security** We retain your information only as long as necessary to comply with federal tax regulations or provide requested services. We use advanced safeguards including: - SSL encryption - Multi-factor authentication - Secure servers and limited employee access - Annual IRS and FTC compliance reviews

No electronic system is completely secure, but we take all reasonable measures to protect your information.

**7. Use of Cookies and Tracking Technologies** We use cookies and Meta/Google pixels to: - Track conversions from ads - Understand site traffic and behavior - Improve marketing relevance and user experience

You can adjust your browser settings to refuse cookies or limit ad tracking at any time.

**8. Children's Privacy** We do not knowingly collect or market to individuals under 13 years of age. If we learn we have collected information from a child, we will promptly delete it.

**9. Third-Party Links** Our website may link to third-party sites or payment portals. We are not responsible for their privacy practices. Review their policies before submitting any information.

**10. Updates to This Policy** We may update this Privacy Policy periodically. The updated version will be posted with a revised "Effective Date." Continued use of our services constitutes acceptance of those changes.