

Norton & Kidd CPAs Privacy Policy

Effective Date: October 26, 2024

Norton & Kidd CPAs ("we," "us," or "our") is committed to protecting the privacy of our clients and website visitors. This Privacy Policy outlines how we collect, use,¹ and safeguard your personal information when you interact with our website, [website² address] (the "Site"), or utilize our services.

Information We Collect

We may collect the following types of information:

- **Personal Information:** This includes information that can be used³ to identify you, such as your name, email address, phone number, and mailing address.⁴ We collect this information when you voluntarily provide it to us, such as when you fill out a contact form, subscribe to our newsletter,⁵ or request a consultation.⁶
- **Website Usage Data:** We automatically collect certain information about your interactions with our Site, such as your IP address, browser type, operating system, referring⁷ URLs, and pages visited. This information is collected through the use of cookies⁸ and other tracking technologies.

Use of Information

We use the information we collect for the following purposes:⁹

- To provide and improve our services.
- To respond to your inquiries and requests.
- To send you newsletters,¹⁰ updates, and other marketing communications.
- To analyze website traffic and usage patterns.
- To protect against fraud and other malicious activities.

Text Messaging

We offer text messaging services to provide you with important updates and reminders. When you opt-in to receive text messages from us, we collect your phone number and consent to send you text messages. **We will not share your phone number or consent with any third parties.** We will only use this information to communicate directly with you.

Data Security

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure.¹¹ These measures include data encryption, access controls, and¹² regular security assessments.

Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or content of¹³ these websites. We encourage you to review the privacy policies of any

third-party websites you visit.¹⁴

Children's Privacy

Our Site is not intended for children under the age of 13. We do not knowingly collect personal information from children¹⁵ under 13.

Your Privacy Choices

You can opt-out of receiving marketing communications from us by following the unsubscribe instructions¹⁶ in any email or text message we send. You can also manage your cookie preferences through your browser settings.

Contact Us

If you have any questions about this Privacy Policy, please contact us at:

Norton & Kidd CPAs

[Address]

[Phone Number]

[Email Address]

Updates to this Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our Site.¹⁷