

ONLINE PRIVACY NOTICE

1. Introduction.

- (a) **Website Owner.** J14 Marketing, Inc. is the owner of this website "Taxtrack.net", hereinafter "Taxtrack". Taxtrack can be contacted by e-mail at admin@taxtrack.net, via telephone at 954-371-0065, or [certified] postal mail at J14 Marketing 1401 N. University Dr. Ste. 304, Coral Springs, FL 33071. This online privacy notice discloses Taxtrack information practices for this Taxtrack Website, including what type of personal identifiable information is requested in order to make a purchase, how the information is used, and with whom the information is shared.
- (b) **Website Transactions.** At times, Taxtrack will need your personal information to create a profile to access your tax returns from the independent tax preparation office.

2. Personal Information That May Be Collected.

- (a) **Identifying Information.** In order to make to access designated subscriber services within the Taxtrack.net Website], Tax track will request a user to provide certain personal identifying information, which may include: [legal] name, postal address, e-mail address, [screen name, password,] [daytime] telephone number, facsimile number, method of payment, and, if applicable, credit card number. Taxtrack may request additional information necessary to establish and maintain customer's account.
- (b) **Service Quality Monitoring.** Some Website transactions may require a customer to telephone J14, or J14 to call the customer. J14 will not contact you by telephone without your prior consent, except to confirm an order placed online and/or to inform a customer of the status of such order. Customer should be aware that it is J14's practice to monitor, and in some cases record such calls for staff training or quality assurance purposes.
- (c) **Information from Children.** J14 does not sell products or services for purchase by children, and will not collect or post information from anyone under the age 18
- (d) **Lost or Stolen Information.** If a customer's credit card and/or password is lost or stolen, the customer should promptly notify Taxtrack via email, in order to enable it to cancel the lost or stolen information and to update its records with a changed credit card and/or password.
- (e) **Links to Other Websites.** The Taxtrack Website may contain links to other websites. Taxtrack is not responsible for the privacy practices or the content of those other Websites.

3. Uses Made of the Information.

- (a) **Limited Uses Identified.** Without customer's prior consent, Taxtrack will not use your personal identifiable information for any purpose other than that for which it is submitted. Taxtrack uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. Taxtrack also processes billing and business requests related to Taxtrack Website participation.

Information gathered in the SMS campaign will not be shared with third parties or affiliates for marketing purposes. SMS campaign data will be used solely to provide the services requested and facilitate communication between the customer and their designated tax preparer.

- (b) **Stored Information Uses.** J14 stores and retains the information provided by customer . [This information is used to compile a customer's purchase history in order to enable J14 to support customer interaction with the Taxtrack.net website; to deliver customer purchases; and/or to contact customer again about other j14 services and products.
- (c) **Online Advertising.** Some companies that help J14 deliver interactive on-line advertising, such as banner ads, may collect and use information about Taxtrack's customers to help Taxtrack better understand the types of advertising or promotions that are most appealing to Taxtrack's customers. After it is collected the information is aggregated so it is not identifiable to a specific individual. If, however, customer would prefer that these companies not collect such information, please mark an "x" on the opt-out option box herein provided.

4. Disclosure of the Information.

- (a) **Mergers and Acquisitions.** Circumstances may arise where for business reasons, Taxtrack decides to sell, buy, merge or otherwise reorganize its businesses in the United States or some other country. Such a transaction may involve the disclosure of personal identifying information to prospective or actual purchasers, and/or receiving such information from sellers. It is Taxtrack's practice to seek appropriate protection for information in these types of transactions.
- (b) **Agents.** Taxtrack employs or engages other companies and individuals to perform business functions on behalf of Taxtrack. These persons are provided with personal identifying information required to perform their functions, but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to, fulfilling orders, delivering packages, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments and providing customer services.
- (c) **Marketing Analysis by Third Parties.** Taxtrack reserves the right to disclose to third parties personal information about customers for marketing analysis; however, any information disclosed will be in the form of aggregate data that does not describe or identify an individual customer. TaxTrack reserves the right to disclose aggregate data for marketing analysis; however, information gathered through SMS campaigns is excluded from this disclosure and will not be shared with third parties or affiliates for marketing purposes.
- (d) **Disclosure to Governmental Authorities.** Under certain circumstances, personal information may be subject to disclosure pursuant to a judicial or other government subpoenas, warrants or orders.

5. Use of Computer Tracking Technologies.

- (a) **No Tracking of Personal Information.** J14's Website(s) are not set up to track, collect or distribute personal information not entered by visitors. Through website access logs Taxtrack does collect clickstream data and HTTP protocol elements, which generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff for research and development, user analysis and business decision making, all of which provides better services to the public. The statistics garnered, which contain no personal information and cannot be used to gather such information, may also be provided to third parties. SMS campaign data collected through TaxTrack is managed exclusively for campaign purposes and is not subject to tracking or analysis beyond what is required to deliver SMS services.
- (b) **Use of Cookies.** Taxtrack, or its third party vendors, collects non-identifiable and personal information through the use of various technologies, including "cookies". A cookie is an alphanumeric identifier that a Website can transfer to customer's hard drive through customer's browser. The cookie is then stored on customer's computer as an anonymous tag that identifies the customer's computer, but not the customer. Cookies may be sent by Taxtrack or its third party vendors. Customer can set its browser to notify customer before a cookie is received, giving an opportunity to decide whether to accept the cookie. Customer may also set its browser to turn off cookies; however, some Websites may not then work properly.
- (c) **Use of Web Beacon Technologies.** J14 may also use Web beacon or other technologies to better tailor its Website(s) to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Website, a non-identifiable notice of that visit is generated which may be processed by J14 or by its suppliers. Web beacons usually work in conjunction with cookies. If customer does not want cookie information to be associated with customer's visits to these pages, customer can set its browser to turn off cookies; however, Web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.
- (d) **Collection of Non-Identifiable Information.** Taxtrack may collect non-identifiable information from user visits to the J14 Website(s) in order to provide better customer service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on Taxtrack Website(s); Website and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." Taxtrack or its contractors may use this data to analyze trends and statistics.
- (e) **Collection of Personal Information.** Taxtrack collects personal identifying information from customer during a transaction. Taxtrack may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used and analyzed only at an aggregate level (not at an individual level) to help Taxtrack understand trends and patterns. This information is not reviewed at an individual level.

6. Information Security.

- (a) **Commitment to Online Security.** Taxtrack employs physical, electronic and managerial procedures to safeguard the security and integrity of personal information. Billing and payment data is encrypted whenever transmitted or received online. Personal information is accessible only by staff designated to handle online requests or complaints.
- (b) **No Liability for Acts of Third Parties.** Taxtrack will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, Taxtrack shall not be liable for unauthorized disclosure of personal information due to no fault of Taxtrack, including, but not limited to, errors in transmission and unauthorized acts of J14 staff and/or third parties.

7. Privacy Policy Changes and Opt-Out Rights.

- (a) **Changes to Privacy Policy.** This privacy notice was last updated on November 4, 2024. J14 reserves the right to change OR update its privacy policy statement at any time. A notice of such change will be posted on the Taxtrack Website home page for prior to the implementation of such change. There are two boxes at the end of J14's notice of change (1) an "I accept" box, and (2) an "I do not accept" box. If customer does not mark the "I do not accept" box customer will be deemed to have accepted J14's privacy policy updates.
- (b) **Opt-Out Right.** Customer and/or prospective customer has the right at any time to cease permitting personal information to be collected, used or disclosed by J14 and/or by any third parties with whom J14 has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting J14 via e-mail admin@taxtrack.net, via telephone at 954-371-0065, or [certified] postal mail at J14 Marketing 1401 N. University Dr. Ste. 304, Coral Springs, FL 33071. After processing the cancellation, J14 will delete customer or prospective customer's personal information from its data base.

8. Access Rights to Data.

- (a) **Information Maintained by J14.** Upon customer's request, J14 will provide a reasonable description of customer's personally identifiable information that ABC maintains in its data bank. J14 can be contacted by e-mail admin@taxtrack.net, via telephone at 954-371-0065, or [certified] postal mail at J14 Marketing 1401 N. University Dr. Ste. 304, Coral Springs, FL 33071.
- (b) **Corrections and Changes to Personal Information.** Help J14 to keep customer personal information accurate. If customer's personal information changes, or if customer notes an error upon review of customer information that J14 has on file, please promptly e-mail J14 at admin@taxtrack.net, and provide the new or correct information.

- (c) **Your California Privacy Rights.** Beginning on January 1, 2005, California Civil Code Section 1798.83 permits customers of J14 who are California residents, to request certain information regarding J14's disclosure of personal information for their direct marketing purposes. To make such a request, please write to: Within 30 days of receiving such a request, J14 will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. ABC reserves its right not to respond to requests submitted other than to the address specified in this paragraph.

California's privacy laws require a company to provide notice to California users of their rights to receive information on to which entities their information was shared for marketing purposes.

9. Accountability.

- (a) **Questions, Problems and Complaints.** If you have a question about this policy statement, or a complaint about J14 compliance with this privacy policy, you may contact J14 by e-mail at admin@taxtrack.net, via telephone at 954-371-0065, or [certified] postal mail at J14 Marketing 1401 N. University Dr. Ste. 304, Coral Springs, FL 33071.
- (b) **Terms of Use.** If customer chooses to subscribe to J14's services, customer's action is hereby deemed acceptance of J14 practices described in this policy statement. Any dispute over privacy between customer and J14 is subject to the provisions of this notice and to J14's which is hereby incorporated herein and which can be read at Taxtrack.net