



# MasterType Accounting & Business Services, P.C.

—Your Partner In Success—

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## Privacy Policy

**Effective Date: November, 2018**

At MasterType Accounting & Business Services, P.C., we take privacy issues seriously. By ensuring that you are aware of and understand the MasterType Accounting & Business Services, P.C. Privacy Policy, we can provide you with better service. Please take a moment to read the following policy to learn how we handle your personal information.

### **Why do we collect personal information?**

MasterType Accounting & Business Services, P.C. collects personal information to improve the manner by which we cooperate, offer our products and services, communicate with you about those products and services, and provide effective, timely customer support when needed. We will never rent or sell any of the personal information we collect from you to third parties, and we do not share your personal information except as set forth in this Privacy Policy.

### **What kind of personal information do we collect?**

MasterType Accounting & Business Services, P.C. collects personal information in a variety of ways when you interact with MasterType Accounting & Business Services, P.C., including when you register or create an account with MasterType Accounting & Business Services, P.C.; when you place an order at MasterType Accounting & Business Services, P.C.; when you use MasterType Accounting & Business Services, P.C. products or services; when you visit MasterType Accounting & Business Services, P.C. pages or pages of certain MasterType Accounting & Business Services, P.C. partners; when you enter promotions or sweepstakes; when you subscribe to a newsletter or desire to be added to our mailing lists for other products or services; when you correspond or otherwise interact with us; and when you provide feedback in any of our online surveys.

Information we collect may include your name, e-mail address, phone number, address, product preference information, billing information, demographic information provided by you (such as language, gender, and age, and if applicable, content preferences and personalization information) and personal interest information. On occasion, we may ask for additional information to enable us to provide you with access to and use of certain information, materials, and services. MasterType Accounting & Business Services, P.C. may combine information about you that we have, the information we obtain from business partners, or other companies.

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**E-mail:** [mastertype@mabspc.com](mailto:mastertype@mabspc.com)

**Website:** [www.mabspc.com](http://www.mabspc.com)

**MEMBER OF:** National Society of Accountants  
Independent Accountants Association of Illinois  
American Institute of Professional Bookkeepers  
National Association of Tax Professionals

### **What other kinds of information do we collect?**

MasterType Accounting & Business Services, P.C. automatically receives and records information on our server logs from your browser, including your IP address, information about which pages you visit on MasterType Accounting & Business Services, P.C., and information from MasterType Accounting & Business Services, P.C. cookies.

### **What are cookies and how do we use them?**

Cookies are small data files that write to your hard drive for record keeping purposes when you visit a website. Cookies allow MasterType Accounting & Business Services, P.C. to measure traffic activity as well as to improve your user experience, for example by remembering your passwords and viewing preferences. Like other major websites, MasterType Accounting & Business Services, P.C. uses cookies to provide you with a tailored experience when visiting MasterType Accounting & Business Services, P.C. and using our major products. We treat any personal information that may be contained in cookies with the same level of confidentiality as other information you provide to us. If you wish to disable cookie functionality, you may do so by changing the security settings on your browser. However, portions of MasterType Accounting & Business Services, P.C. may not function or function as efficiently without them.

### **How do we protect your personal information?**

MasterType Accounting & Business Services, P.C. safeguards the security of the data you send us with physical, electronic, and managerial procedures. We urge you to take every precaution to protect your personal data when you are on the Internet. To make purchases from MasterType Accounting & Business Services, P.C. web site, you must use an SSL-enabled browser. MasterType Accounting & Business Services, P.C. uses industry-standard Secure Socket Layer (SSL) encryption on web pages used to complete a purchase. This protects the confidentiality of your personal and credit card information while it is transmitted over the Internet.

While MasterType Accounting & Business Services, P.C. takes precautions to ensure the security of your data, no one can completely guarantee the safety of data transmitted over the Internet. It is important that you take steps to ensure the safety and security of your personal information, for example by not sharing passwords or other registration data.

### **How do we use your personal information?**

MasterType Accounting & Business Services, P.C. uses your personal information in the following ways:

- Delivery and billing for our products and services, and to communicate with you concerning your account and customer service issues. This may include verifying authorization of credit card usage before any purchase of content or services.
- Improving our products and services by providing personalized content recommendations, language and location customization, and/or personalized help and instructions.
- To ask you to participate in surveys about products, services, news and events.
- Offering you product upgrades, content, services, and other training courses for you to purchase.

- Providing you with content, services, instructions, and a more personalized experience based on personal information, such as our language preferences, zip/postal code, country locations, and any content or other preferences you provide.
- Providing you with news, free newsletters, updates, targeted advertising, promotions, and special offers.
- To better understand how our products are used, including Web traffic patterns and what types of content are most popular with users of our products and services.
- Providing anonymous reporting for internal and external partners.
- Facilitating your participation in our online forums and helping to manage improper behavior by individuals using the forums.

### **How and when we disclose your information we collect.**

MasterType Accounting & Business Services, P.C. may share your personal information with trusted vendors and partners who work with MasterType Accounting & Business Services, P.C. these partners are provided with your personal information to help MasterType Accounting & Business Services, P.C. communicate with you about offers from us and from our marketing partners. They are contractually required to keep this personal information secure and to only use it for the purposes for which it is provided. MasterType Accounting & Business Services, P.C. may send personal information about you to other companies or people when we need to share your information to provide the product or service you have requested or to provide a product or service to you. However, these companies are only permitted to use the personal information for these purposes.

MasterType Accounting & Business Services, P.C. may also disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) comply with law or legal process or if requested by duly authorized public authorities; (b) comply with the order of a competent judicial authority in any jurisdiction; (c) comply with legal process served on MasterType Accounting & Business Services, P.C.; (d) protect and defend the rights or property of MasterType Accounting & Business Services, P.C., or our affiliated companies, their employees and agents; (e) enforce our terms of use; (f) protect against fraud or other illegal activity or for risk management purposes; (g) permit us to pursue available remedies or limit the damages that we may sustain; (h) act in urgent circumstances to protect the personal safety of users of MasterType Accounting & Business Services, P.C. products or the public at large.

If MasterType Accounting & Business Services, P.C. should ever file for bankruptcy, or become insolvent, or be acquired by a third party, or merge with a third party, or sell all or part of its assets, or transfer substantially all or part of its relevant assets to a third party, then MasterType Accounting & Business Services, P.C. is entitled to share the personal information and all other information you have provided through the products and services to potential and subsequent business and merger partners.

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### **What rights do you have regarding your data?**

You always have the right to request information about your stored data, its origin, its recipients, and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked, or deleted. You can contact us at any time using the address given in the legal notice if you have further questions about the issue of privacy and data protection.

You may also, of course, file a complaint with the competent regulatory authorities.

Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal email making this request is sufficient.

The data processed before we receive your request may still be legally processed.

If you no longer wish to receive communications from MasterType Accounting & Business Services, P.C., you can opt-out from receiving such messages in the future by following the instructions in the message or contacting us at [mastertype@mabspc.com](mailto:mastertype@mabspc.com).

With respect to the Site's use of cookies and other similar technologies, by adjusting settings on your browser, you may elect not to allow cookies to be placed, and thus opt-out of certain features of the Site and the Site's automatic collection of certain data about you.

You may also adjust your advertising preferences on various social media websites by adjusting your settings on the platform.

If you are accessing the Site from the European Economic Area, which includes the European Union, Iceland, Liechtenstein, and Norway, or you are a citizen of a member state of the European Economic Area, you have the following rights under the EU General Data Protection Regulation (GDPR):

1. Right to be informed about the collection and use of your personal data
2. Right to access your personal data
3. Right to have any inaccurate personal data corrected

4. Right to have your personal data erased
5. Right to restrict use of your personal data
6. Right to personal data portability
7. Right to object to the processing of your personal data

If you are from the European Economic Area and wish to exercise any of these rights under the GDPR, please email us at [mastertype@mabspc.com](mailto:mastertype@mabspc.com) or write to us at the address below with such request. We will use reasonable efforts to respond to such requests without undue delay.

**Notice concerning the party responsible for this website.**

The party responsible for processing data on this website is:

MasterType Accounting & Business Services, P.C.

6312 N Milwaukee Ave

Chicago, IL 60646

Telephone: +1 (773) 792-1910

Email: [mastertype@mabspc.com](mailto:mastertype@mabspc.com)

If you are a resident of California, California law permits you to request certain information regarding the disclosure of your personal data by MasterType Accounting & Business Services, P.C., or its affiliates and subsidiaries, to a third-party for direct marketing purposes. To make such a request, please email us at [mastertype@mabspc.com](mailto:mastertype@mabspc.com) or write us at the address listed above.

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If you would like to contact us for any reason regarding our privacy practices, please email us at the following address: [mastertype@mabspc.com](mailto:mastertype@mabspc.com). We may change this privacy policy at any time. If we make material changes to this privacy policy, we will prominently post that the policy has changed.

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