



## Privacy Policy

**Effective Date:** August 1<sup>st</sup>, 2024

Welcome to Infinity Tax & Financial Planning. We value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard the information you provide to us, particularly in relation to text messaging services, and it complies with the guidelines established by the Telephone Consumer Protection Act (TCR).

### 1. Information We Collect

When you engage with our text messaging services, we may collect the following types of information:

- **Personal Information:** This includes your name, phone number, and any other information you voluntarily provide to us.
- **Usage Information:** We may collect information on how you interact with our text messages, such as the date and time you received and read our messages.

### 2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** We use your phone number to send you text messages related to our services or products that you have requested.
- **To Improve Our Services:** We may use usage information to analyze and enhance the quality of our text messaging services.
- **To Communicate with You:** We may contact you for customer service or support purposes in connection with our text messaging services.

### 3. Data Protection and Security

We implement industry-standard security measures to protect your information from unauthorized access, use, or disclosure. However, please be aware that no method of transmission over the internet or electronic storage is completely secure.

### 4. Data Sharing and Disclosure

In compliance with TCR guidelines, we do not sell, rent, trade, or share your personal information with third parties for their marketing purposes. Your data is used exclusively for the purposes outlined in this Privacy Policy and is not disclosed to any third parties except in the following situations:

- **Legal Requirements:** We may disclose your information if required to do so by law or in response to legal processes.
- **Service Providers:** We may engage third-party service providers to assist us in delivering our services. These providers are contractually obligated to maintain the confidentiality and security of your information and are not permitted to use your information for any other purpose.

## 5. Your Choices

You have the following rights concerning your personal information:

- **Opt-Out:** You can opt out of receiving text messages from us at any time by following the instructions provided in the message or by contacting us directly.
- **Access and Correction:** You may request access to the personal information we hold about you and request corrections if you believe it is inaccurate.

## 6. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any updates will be posted on our website, and we encourage you to review this policy periodically.

## 7. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

## 8: Texting

Infinity Tax & financial Planning may use SMS texting to communicate with you. Mobile opt-in information will not be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. If you wish to be removed from receiving future communications, you can opt out by texting STOP, QUIT, END, REVOKE, OPT OUT, CANCEL, or UNSUBSCRIBE.

### **Infinity Tax & Financial Planning**

200 Clinton Ave W. Suite 701  
Huntsville, Al 35801  
info@infinitytaxandfinancial.com  
256-527-4214

Thank you for trusting Infinity Tax & Financial Planning with your personal information.