



## **Privacy Policy**

**Reviewed and Updated 5/29/2025**

### **Introduction**

Melissa L. Lynch, CPA, PLLC, (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.melissallynychcpa.com](http://www.melissallynychcpa.com) (the “Site”). By using the Site, you agree to the terms of this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access the Site.

### **Information We Collect**

We may collect information about you in various ways. The information we may collect on the Site includes:

1. **Personal Data:** Personally identifiable information, such as your name, email address, and telephone number, that you voluntarily give to us when you register with the Site, participate in various activities related to the Site such as online chat and message boards, or otherwise contact us. You are under no obligation to provide us with personal information of any kind; however, your refusal to do so may prevent you from using certain features of the Site.
2. **Derivative Data:** Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site. This information helps us to improve the Site and provide a better user experience.

### **Use of Your Information**

We may use the information we collect from you in the following ways:

1. To respond to your requests and inquiries.
2. To send periodic emails to you pertaining to the services we provide, in addition to receiving occasional company news, updates, related service information, etc.
3. To comply with applicable law(s) (for example, to comply with a search warrant, subpoena or court order).

Information will be retired for the period required by applicable laws pertaining to our firm’s engagement with you.



### **Disclosure of Your Information**

We do not share your personal information, such as your phone number, email, or any other personal financial data with third parties or affiliates for marketing or promotional purposes.

We may disclose your Personal Data to third parties from time to time under the following circumstances:

However, your information may be disclosed in certain situations, as follows:

1. **With Your Consent:** We may disclose your information for any other purpose with your consent.
2. **By Law or to Protect Rights:** If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.
3. **Third-Party Service Providers:** We may share your information with third parties that perform services for us or on our behalf, including email delivery and hosting services. These third parties are not authorized to use or disclose your personal information for any purpose other than to perform the services designated by us.

### **Security of Your Information**

We use administrative, technical, and physical security measures to help protect your personal information. These measures include internal reviews of our data collection, storage, and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

### **Cookies and Similar Technologies**

If you utilize our websites, we may obtain information about your general internet usage by using a “cookie” file. A cookie is an element of data that a website can send to your browser, which may then be stored on your hard drive. If you do not agree, you can choose not to receive a cookie file by enabling your web browser to refuse cookies or to prompt you before you accept a cookie.

The following types of cookies may be used on our website:



1. **Essential Cookies:** These cookies are necessary for our websites to work properly. They are usually only set in response to actions you take such as logging in or completing online forms. You can set your browser to block or alert you about these cookies, but some parts of our sites will not function if these cookies are blocked.

2. **Functionality Cookies:** These cookies enhance the functionality of our websites by storing your preferences (such as your preferred language or the region that you are in) and allow us to provide enhanced features on our sites such as videos. These cookies may be set by us or by third-party content that we have placed within our pages. If you do not allow these cookies, some of the features on our websites may not function properly and you may not receive a personalized experience when visiting our sites.

3. **Performance Cookies:** These cookies allow us to count page visits and traffic sources so we can measure and improve the performance of our sites. They help us to understand which pages are visited most frequently and how visitors interact with our sites. Any information collected by performance cookies is aggregated and therefore not identifiable. If you do not allow these cookies, we will not receive data related to your visits to our sites.

All major browsers allow you to block or delete cookies from your system. To learn more about your ability to manage your preferences related to cookies, please consult the privacy features within your browser.

Further information about cookies:

- [How to control cookies in your browser on aboutcookies.org](http://aboutcookies.org)
- [How to manage your preferences related to targeted advertising](#)

### **Text Messaging Terms and Conditions**

By providing your phone number and agreeing to receive texts, you consent to receive text messages from Melissa L. Lynch, CPA, PLLC, from 903-717-7008 regarding customer care. Mobile opt-in information is never shared with third parties. Consent is not a condition of purchase. Message frequency varies. Message & data rates may apply. You can reply STOP to unsubscribe at any time or HELP for assistance. You can also contact us at 903-717-7008 or [melissa@melissalynchcpa.com](mailto:melissa@melissalynchcpa.com).



### **Subject Access/User Rights**

As a user, you are subject to the following rights:

- The right to be informed of the use of your Personal Data.
- The right to access and/or to require the correction or erasure of your Personal Data.
- The right to block and/or object to the processing of your Personal Data.
- The right to not be subject to any decision based solely on automated processing of your Personal Data.
- In limited circumstances, you may have the right to receive Personal Data in a format which may be transmitted to another entity.
- If you have a complaint in relation to the processing of your data carried out under this Privacy Policy, you have the right to lodge a complaint with your local supervisory authority.

You may seek to exercise any of these rights by sending a written request to [melissa@melissallynchcpa.com](mailto:melissa@melissallynchcpa.com) or PO Box 9058, Greenville, TX 75404.

### **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time in order to reflect changes to our practices or for other operational, legal, or regulatory reasons. Any changes will be posted on this page with an updated revision date. You are encouraged to review this Privacy Policy periodically to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.