

Privacy Policy

Last Updated: January 22, 2025

Your privacy is very important to us. Part of our operation of this website involves the collection and use of information about you. This Privacy Policy explains how ATS Advisors, a Certified Public Accounting Firm (“ATS”) collects your personal information when you use the atscpas.com website and all tools or services that are part of ATS, (the “Site”) or when you otherwise interact with us.

The Site is based in Michigan and is operated by a corporation. If you are visiting this Site from another state, the data privacy laws in your state may not apply to the activities on the Site.

We may change this Privacy Policy. We encourage you to review the Private Policy whenever you access the Site.

1. Information Collection

We collect personal information you provide to us. This may include your name, contact information (address, phone number, and email), information you enter when filling out our forms, and financial details. This information is collected through various means, including forms, emails, and in-person meetings.

2. Usage Data

When you access our Site, we automatically collect information such as your device’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Site that you visit, the time and date of your visit, and the time spent on those pages.

We may collect information about the computer or mobile device you use to access our Site, including hardware model, operating system and version, device identifiers and mobile network information.

We may use cookies and other tracking tools to collect information. This may include placing cookies on your browser or mobile device. Cookies are small data files stored on your hard drive or in device memory that help us to improve our Site and your experience and see which areas and features of our Site are popular and count visits.

We may also collect information using web beacons (also known as “tracking pixels” or “clear GIFs”). Web beacons are electronic images that may be used in our Site or emails. They help us deliver cookies, count visits, understand usage and determine whether an email has been opened and acted upon.

3. Use of Personal Data

The personal data we collect may be used for the following purposes:

- a. To provide and maintain our service, including monitoring the usage of our Site.
- b. To manage Your account: to manage your registration as a user of the Site. The personal data you provide can give you access to different functionalities of the Site that are available to you as a registered user.

- c. For the performance of a contract: the development, compliance, and undertaking of the contract for services you have engaged ATS.
- d. To contact you: To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communications, such as a mobile applications push notifications regarding updates, or informative communications related to the functionalities, or contracted services, including security updates, when necessary or reasonable for their implementation.
- e. To provide you with news, special offers, and general information about other goods, services, and events we offer that are similar to those you have already purchased or enquired about unless you have opted not to receive such information.
- f. To manage your requests: to attend and manage your requests to us.
- g. For business transfers: We may use your information to evaluate or conduct a merger, divestiture, restricting, reorganization, dissolution, or another sale or transfer of some or all our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by us about our service users is among the assets transferred.
- h. For other purposes: We may use your information for other purposes, such as data analysis, identifying usage trends, and evaluating and improving our services, and your experience.

4. Information Sharing

We do not share your personal information with third parties except as necessary to provide our services, comply with the laws, or protect our rights. For example, we may share information with service providers who assist us in our operations, but they are required to maintain the confidentiality of your information.

5. Retention of Your Personal Data

ATS will retain your personal data only for as long as necessary for the purposes set out in this Privacy Policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

ATS will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Site, or we are legally obligated to retain this data for longer time periods.

6. Transfer of Your Personal Data

Your information, including Personal Data, is processed at ATS' operating offices and in any other place where the parties involved in the processing are located. It means that this information may be transferred to – and maintained on – computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

ATS will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your personal data will take place to an organization or a

country unless there are adequate controls in place including the security of your data and other personal information.

7. Delete Your Personal Data

You have the right to delete or request that we assist in deleting the personal data that we have collected about you.

Our Site may give you the ability to delete certain information about you from within the Site.

You may update, amend, or delete your information at any time by signing into your account, if you have one, and visiting the account settings section that allows you to manage your personal information. You may also contact us to request access to, correct, or delete any personal information that you have provided to us.

Please note, however, that we may need to retain certain information when we have a legal obligation or lawful basis to do so.

8. Disclosure of Your Personal Data

a. Business Transactions

If ATS is involved in a merger, acquisition, or asset sale, your personal data may be transferred. We will provide notice before your personal data is transferred and becomes subject to a different Privacy Policy.

b. Law Enforcement

Under certain circumstances, ATS may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

c. Other Legal Requirements

ATS may disclose your personal data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of ATS
- Prevent or investigate possible wrongdoing in connection with the Site
- Protect the personal safety of users of the Site or the public
- Protect against legal liability

9. Data Security

We implement a variety of security measures to protect your personal information. These measures include encryption, secure storage, and regular security training for our employees. We also restrict access to your information to those employees who need it to perform their job duties. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

10. Links to Other Websites

Our Site may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third-party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

11. Client Rights

You have the right to access, correct, or delete your personal information. If you wish to exercise these rights, please contact us at:

ATS Advisors, A Certified Public Accounting Firm
875 South Main Street
Plymouth, Michigan 48170
734.454.4100
HQATSOoffice@atscpas.com

We will respond to your request within a reasonable timeframe.

12. Policy Updates

We may update this Privacy Policy from time to time. When we do, we will notify you by updating the effective date at the top of this policy. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

13. Contact Information

If you have any questions about this Agreement, please contact us:

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