

Privacy Policy

Effective Date: May 23, 2025

Phoenix Rising LLC ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website <https://www.prfstax.com>, engage with our services, or participate in our SMS campaigns.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, including but not limited to:

- **Personal Identifiers:** Name, email address, phone number, mailing address, and other contact details.
- **Financial Information:** Tax identification numbers, income details, and other financial data necessary for tax preparation services.
- **SMS Consent Data:** Records of your consent to receive SMS messages from us.
- **Usage Data:** Information about your interactions with our website, such as IP address, browser type, and pages visited.

2. How We Use Your Information

We use the information we collect to:

- Provide and manage our tax preparation and related services.
- Communicate with you, including sending updates, confirmations, and administrative messages.
- Send promotional messages and marketing communications, subject to your preferences.
- Comply with legal obligations and enforce our terms and conditions.

3. Sharing Your Information

We do not sell or rent your personal information to third parties. We may share your information with:

- **Service Providers:** Third-party vendors who assist us in providing our services, such as IT support, payment processing, and SMS delivery. These providers are contractually obligated to protect your information.
- **Legal Requirements:** When required by law or to respond to legal processes.

SMS Consent and Data Sharing

We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your Personal Data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

4. Your Rights and Choices

Depending on your jurisdiction, you may have the following rights:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request correction of inaccurate or incomplete information.
- **Deletion:** Request deletion of your personal information, subject to legal obligations.
- **Opt-Out:** Opt out of receiving marketing communications.

To exercise these rights, please contact us at [Insert Contact Information].

5. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction.

6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce our agreements.

7. Children's Privacy

Our services are not directed to individuals under the age of 13. We do not knowingly collect personal information from children without parental consent.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes by posting the new policy on our website and updating the effective date.

9. Contact Us

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

Phoenix Rising LLC
1831 Valley Road
Berkeley Springs, WV 25411
Phone: 304-500-2963