

Privacy Policy Overview

This Privacy Policy applies to any "personal information" collected, used, or disclosed by MKF Accounting in any form. Under applicable privacy laws, "personal information" refers to details about an identifiable individual. However, this policy does not apply to:

- Publicly available information, such as names, addresses, phone numbers, or email addresses listed in public directories.
- Business contact details, including an employee's name, title, or business phone number.
- Aggregated data that cannot be linked to an individual.
- Information excluded by applicable privacy laws.

Collection of Personal Information

We collect personal information directly from you or through authorized parties acting on our behalf. This includes:

- Information entered on income tax forms, such as name, address, social insurance number, financial details, and email address.
- Details provided during account registration, service usage, support inquiries, or feedback submissions.
- Information from applications, surveys, polls, or contests, such as contact details and email addresses.
- Billing details, including credit or debit card numbers and expiration dates.
- Location data collected via GPS or motion-tracking technologies when using location-based services.

MKF Accounting limits personal information collection to what is necessary to provide requested services, comply with legal obligations, and meet regulatory requirements. Any additional data collection will be disclosed and conducted lawfully, primarily directly from you.

Use of Personal Information

We collect personal information to:

- Provide requested services, such as filing tax returns.
- Verify your identity.
- Improve our operations and services.
- Comply with legal and regulatory requirements.
- Notify you about products or services tailored to your needs (you may opt out of marketing communications at any time).

If we use your information for any other purpose, we will notify you in advance.

Consent to Use of Personal Information

Consent may be provided in writing, electronically, verbally, or implied through actions. You can withdraw your consent at any time, though this may limit the services we can provide.

Disclosure of Personal Information

We do not share your personal information with third parties unless:

- You have provided consent.
- It is required by law.
- Third-party service providers are engaged to perform specific functions (e.g., billing, data processing, or analytics).

When working with third parties, we ensure they meet strict privacy standards and use your information only as necessary to perform their functions. Personal data stored outside Canada may be subject to foreign laws.

Protecting Personal Information

We safeguard your information using appropriate security measures based on its sensitivity. Access to personal information is restricted to authorized employees, and external access is controlled through policies and systems such as physical security, data encryption, and password protection.

Personal information is retained only as long as necessary to fulfill its purpose or comply with legal requirements. Once no longer needed, it will be securely destroyed or anonymized.

Accuracy and Access

We rely on you to keep your personal information accurate and up to date. You may request access to your data, verify its accuracy, or request corrections by contacting our office. Access may be restricted by law or legitimate business concerns, and fees may apply for providing access.

Managing Communications and Preferences

You can update your communication preferences to opt out of marketing messages. Service-related communications will continue to be sent as required.

Cookies and Tracking Technologies

We, or third-party advertisers, may use cookies, web beacons, and similar technologies to enhance website functionality, tailor user experiences, and provide personalized content. You can adjust browser settings to manage cookies, but some website features may be unavailable without them.

Third-party websites linked to ours may use separate tracking technologies. We recommend reviewing their privacy policies for details.

Accountability

MKF Accounting ensures compliance with this Privacy Policy and monitors security practices regularly. For inquiries, concerns, or complaints, please contact us. We will investigate issues promptly and update policies as necessary to address justified concerns.