

## **Lally & Co., LLC**

### **PRIVACY NOTICE**

As Certified Public Accountants, our profession enforces standards of confidentiality that are even more stringent than those required by law. This Privacy Notice outlines the policies and practices for the Lally & Co., LLC (“Lally”, “Firm”) web portal (“Lally Portal”), and all domain names and web sites owned and operated by Lally, including <http://lallycpas.com> (“Lally Websites”). This Privacy Notice explains how Lally treats your personal information and protects your privacy when you use the Lally Portal and Lally Website. The Lally Portal and Lally Website may contain links to websites operated by third parties and Lally is not responsible for the privacy practices of those sites.

In order to use the Lally Portal and Lally Website, you must review these policies. By using the Lally Portal or visiting the Lally Website, you agree to be bound by the terms and conditions of this Privacy Notice and by the terms and conditions of the Lally Portal End User License Agreement (“EULA”), which is published at <http://lallycpas.com> and incorporated herein by reference. Lally reserves the right to change this Privacy Notice and terms of the EULA at any time without notice. Any changes to this Privacy Notice or the EULA shall be posted in this page and shall be effective immediately upon posting. If you do not agree to be bound by the policies and practices contained in this Privacy Notice or by the EULA, you may not use the Lally Portal or Lally Website.

#### **Types of Nonpublic Personal Information We Collect**

The Lally Portal and Lally Website may collect nonpublic personal information about you from the following sources:

- Information we receive from you on applications or other forms
- Information about your transactions with us
- Information we receive from others that you have authorized to be sent to us
- The Lally Portal and Lally Website automatically records the IP addresses of visitors in access logs. These access logs are for our use only to help us understand how visitors use the Lally Portal and Lally Websites.

#### **Use of Data Collected**

Nonpublic personal data about you may be used for editorial and feedback purposes, statistical analysis of users’ behavior, product development, content and layout improvement, and to inform us as to how many visitors have seen or clicked on information in the Lally Website. Certain of this information may also be made available to contractors of Lally as needed for maintenance of Lally systems and infrastructure.

#### **Parties to Whom We Disclose Information**

As part of our Firm’s policy, we do not disclose any nonpublic personal information about current or former clients that is obtained in the course of our practice except as required or permitted by law. Permitted disclosures include, for instance, providing information to our employees who need to know that information to assist us in providing services to you. In all such situations, we stress the confidential nature of information being shared.

## **Use of Cookies**

We may use “cookies” on our websites to personalize and enhance your website visits. A cookie is a text file that is placed on your hard drive by our web server. Cookies are uniquely assigned to a computer and your computer will only allow a specific web server to access their cookies. Cookies provide a convenience by saving you time on subsequent visits and personalizing your web experience. For example, when you return to the Lally Website, cookies enable us to remember information from prior visits and cookies may save data such as name, password, user-name, screen preferences, and pages viewed.

You have the right to delete cookies placed on your hard drive, which will erase the data automatically saved during your visit. However, that will mean that our sites will not recognize you when you return. You may also modify your web browser to notify you before accepting cookies, or to decline all cookies. We strongly suggest that you accept cookies from us, since they help provide you a more seamless, personalized, and effective web browsing experience and keep our site compelling and informative.

## **Links to Other Web Sites**

The Lally Portal or Lally Website may contain links to other sites that are not owned or controlled by Lally. We are not responsible for the content or privacy practices of other sites. This Privacy Notice applies only to the Lally Portal and Lally Website.

The Lally Portal and Lally Website are confidential and proprietary to Lally. All of the text, images, marks, logos, and other content of the Lally Website are proprietary to Lally or are used with the owner’s permission or applicable law or regulation.

## **Protecting the Confidentiality and Security of Current and Former Client’s Information**

We retain records relating to professional services that we provide so that we are better able to assist you with your professional needs and, in some cases, to comply with professional guidelines. In order to guard your nonpublic personal information, we maintain physical, electronic, and procedural safeguards that comply with our professional standards. Lally hereby certifies that it has implemented and will maintain, and will require third party service providers by contract to implement and maintain, appropriate security measures to protect your personal information in accordance with Pennsylvania Data Security Regulations.

We hope this information will provide better knowledge of our efforts to provide the best service to you. If you have any questions regarding our privacy policy, please do not hesitate to contact our office.

## **Last Revision Date**

This Privacy Notice was last revised on January 14, 2015