PRIVACY POLICY

Effective Date: September 1, 2026

Dynamic Proven Strategies®, LLC ("Company," "we," "us," or "our") operates dpstrategiesllc.com, mstaxstrategy.com, digitalstrategyondemand.com, and strategyfyi.com (the "Site" or "Sites"). By accessing or using the Site, you ("user," "you," or "your") agree to the terms set forth in this Privacy Policy.

1. Owner and Data Controller

We are committed to protecting and respecting your privacy. This Site collects some personal data from its users. This Privacy Policy informs you of our views, practices, and policies regarding the collection, use, and disclosure of personal data we receive from users of the Site. By submitting personal data to us, you agree to our use of your personal data as described in this Privacy Policy.

2. Information We Collect and How We Use It

While using our Site, we may ask you to provide certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to, your name, email address, cookies, usage data, and password. We may use your personal information to:

- Send you our newsletters from time to time;
- Manage contacts and send messages;
- Ensure that content from our Site is presented in the most effective manner for you and your device;
- Provide you with information, products, or services that you request from us or that may be of interest to you;
- Carry out our obligations arising from any contracts entered into between you and us;
- Interact with external social networks and platforms (e.g., social media widgets and share bars);
- Allow registration and authentication (e.g., affiliate portals and membership areas);
- Allow access to third-party services' accounts;
- Monitor, manage, and host our backend infrastructure;
- Interact with live chat, support, and feedback platforms;
- Carry out remarketing, behavioral targeting, and commercial affiliation (including display ads);
- Display content from external platforms; and
- Manage our user database.

3. Categories of Personal Information Collected

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household, or device. Personal information does not include publicly available information from government records, deidentified or aggregated consumer information, or information excluded from

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the scope of the CCPA/CPRA and GDPR. In the last twelve (12) months, we have collected the following categories of personal information:

[YES] Identifiers. A real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.

[YES] California Customer Records categories (Cal. Civ. Code § 1798.80(e)). A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial, medical, or health insurance information. Some information in this category may overlap with other categories.

[YES] Protected classification characteristics under California or federal law. Age (40 or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex, sexual orientation, veteran or military status, or genetic information.

[NO] Commercial information. Records of personal property, products or services purchased or considered, or other purchasing or consuming histories or tendencies.

[NO] Biometric information. Genetic, physiological, behavioral, and biological characteristics or activity patterns used to extract a template or identifier.

[YES] Internet or other similar network activity. Browsing history, search history, and information on a consumer's interaction with a website, application, or advertisement.

[YES] Geolocation data. Physical location or movements.

[NO] Sensory data. Audio, electronic, visual, thermal, olfactory, or similar information.

[YES] Professional or employment-related information. Current or past job history or performance evaluations.

[NO] Non-public education information. Education records directly related to a student maintained by an educational institution or a party acting on its behalf.

[NO] Inferences drawn from other personal information. A profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

4. Sources of Personal Information

- Directly from you. For example, from forms you submit or transactions related to products and services you purchase;
- Indirectly from you. For example, from your browser while visiting our Site; and
- From third parties. For example, from our business partners or service providers.

We do not knowingly collect or use the personal information of minors as described in the Children's Privacy section below.

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5. Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site. This Log Data may include information such as your computer's IP address, browser type and version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, and other statistics. We may use third-party services such as Google Analytics that collect, monitor, and analyze this data.

6. Cookies

We use cookies and similar technologies to recognize, collect, and/or track information relevant to your usage of the Site. Please refer to our Cookie Policy for information on what cookies we use, for what purposes, and how to control them. Upon your first visit to the Site (and periodically thereafter), we will request your consent to our use of cookies, except for those that are strictly necessary.

7. Data Storage and International Transfers

Your personal data may be transferred to, and stored at, a destination outside your state, province, country, or the European Economic Area ("EEA"). By submitting your personal data, you agree to this transfer, storage, or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

8. Lawful Basis for Processing (GDPR)

We may process personal data relating to users if one of the following applies: users have given consent for one or more specific purposes; provision of the data is necessary for the performance of an agreement with the user or for pre-contractual obligations; processing is necessary for compliance with a legal obligation to which we are subject; or processing is necessary for the purposes of the legitimate interests pursued by us or by a third party.

9. Data Retention

We process and store your personal data for as long as required by the purpose for which it was collected. Personal data collected for the performance of a contract will be retained until such contract has been fully performed. Personal data collected for our legitimate interests will be retained as long as needed to fulfill those purposes. We may retain personal data for a longer period whenever you have given consent, as long as such consent is not withdrawn, or whenever required for the performance of a legal obligation or an order of an authority. Once the retention period expires, personal data will be deleted, and certain rights (such as access, erasure, rectification, and portability) can no longer be enforced.

10. Third-Party Disclosure and Sharing

We do not sell, trade, or otherwise transfer your personally identifiable information to outside parties for monetary consideration without providing advance notice. This does not include website hosting partners and other parties who assist us in operating our Site, conducting our business, or serving our users (such as email service providers), so long as those parties agree to keep this information confidential. We may also release information when appropriate to comply with the law, enforce our Site policies, or protect our or others' rights, property, or safety.

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Please note that certain online advertising and analytics activities, such as running ads or using social media pixels and plugins, may be considered a “sale” or “sharing” of personal information under the CCPA/CPRA. See the sections below regarding your right to opt out. In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose: Category A (Identifiers), Category F (Internet or other similar network activity), and, where applicable, Category B (California Customer Records). We disclose personal information to the following categories of third parties: professional service providers; third parties whose services you purchase through our Site; and social media networks.

11. Your Rights Under the GDPR

Users based in the European Union have the right to: withdraw consent at any time; object to the processing of their data; access their data and obtain a copy; verify accuracy and seek rectification; restrict processing under certain circumstances; have their personal data deleted; receive their data in a structured, commonly used, machine-readable format and have it transferred to another controller where technically feasible; and lodge a complaint with their competent data protection supervisory authority. These requests can be exercised free of charge and will be addressed as soon as possible and always within thirty (30) days.

12. Your Rights Under the CCPA/CPRA (California)

California residents have the right to request: disclosure of the categories and specific pieces of personal information we have collected; disclosure of the categories of sources, the business or commercial purpose for collecting, selling, or sharing it, and the categories of third parties with whom we share it; deletion of personal information we have collected from you; and correction of inaccurate personal information. You also have the right to opt out of the sale or sharing of your personal information and to limit the use of your sensitive personal information, as described below. You have the right not to receive discriminatory treatment for exercising these rights. We will respond to verifiable requests as soon as possible and always within forty-five (45) days, subject to any permitted extension.

13. Do Not Sell or Share; Limit Use of Sensitive Personal Information

Under the CCPA as amended by the CPRA, “sell” and “share” include disclosing or making available personal information to a third party for monetary or other valuable consideration, or for cross-context behavioral (targeted) advertising. As noted above, our use of analytics tools, advertising networks, and social media pixels may constitute a sale or sharing of personal information.

California residents may exercise the right to opt out of the sale or sharing of personal information, and the right to limit the use and disclosure of sensitive personal information, by emailing us at the address in the Contact Us section with the subject line “DO NOT SELL OR SHARE MY PERSONAL INFORMATION” or “LIMIT MY SENSITIVE PERSONAL INFORMATION,” or by using any opt-out link or preference control we provide on the Site. A request may be submitted by you or by someone legally authorized to act on your behalf.

14. Your Rights Under the Texas Data Privacy and Security Act (TDPSA)

If you are a Texas resident acting in an individual or household context, you may have the right to: confirm whether we are processing your personal data and access that data; correct inaccuracies in

your personal data; delete personal data provided by or obtained about you; obtain a portable copy of the personal data you previously provided; and opt out of the processing of your personal data for purposes of targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects. We do not process sensitive data without your consent, and we will not process the sensitive data of a known child except in accordance with applicable law. To exercise these rights, contact us using the information in the Contact Us section. We will respond without undue delay and within forty-five (45) days, subject to one permitted extension. If we decline to act on your request, you may appeal our decision by replying to our response; we will inform you in writing of the outcome of your appeal, and if the appeal is denied, you may contact the Texas Attorney General to submit a complaint.

15. Universal Opt-Out and Do Not Track Signals

We do not currently respond to legacy “Do Not Track” (DNT) browser signals, as there is no uniform industry standard for interpreting them. However, where required by the CCPA/CPRA, the TDPSA, or other applicable law, we honor recognized universal opt-out preference signals, such as the Global Privacy Control (GPC), and will treat such a signal as a valid request to opt out of the sale or sharing of personal information for that browser or device.

16. Non-Discrimination and Notice of Financial Incentives

We will not discriminate against you for exercising your privacy rights. Unless permitted by law, we will not deny you goods or services, charge you different prices or rates, provide a different level or quality of goods or services, or suggest that you will receive a different price or quality because you exercised your rights. We may offer financial incentives permitted by law that can result in different prices, rates, or quality levels. Any financial incentive we offer will reasonably relate to the value of your personal information and will describe its material terms. Participation requires your prior opt-in consent, which you may revoke at any time. We do not use financial incentive practices that are unjust, unreasonable, coercive, or usurious.

17. Security

The security of your personal information is important to us. Our Site is scanned on a regular basis for security holes and known vulnerabilities, and we use regular malware scanning. Your personal information is contained behind secured networks and is accessible only by a limited number of persons who have special access rights and are required to keep the information confidential. Sensitive and financial information you supply is encrypted via Secure Socket Layer (SSL) technology. All transactions are processed through a gateway provider and are not stored or processed on our servers. Unfortunately, no method of transmission over the internet is completely secure; while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

18. Children’s Privacy

The Site is intended for individuals who are eighteen (18) years of age or older, and by using the Site you represent that you meet this requirement. Consistent with the Children’s Online Privacy Protection Act (COPPA), we do not knowingly collect personal information from children under thirteen (13) years

of age. In addition, consistent with the CCPA/CPRA, we do not sell or share the personal information of consumers we actually know to be under sixteen (16) years of age without affirmative (opt-in) authorization. If we learn that we have collected personal information from a child under thirteen (13) without verified parental consent, we will delete that information without undue delay. If you believe we may hold information concerning a child under thirteen (13), please contact us.

19. Governing Law

This Privacy Policy is governed by and construed in accordance with the laws of the State of Texas, without regard to its conflict of laws principles, and is subject to the governing law and dispute resolution provisions of our Terms & Conditions, which are incorporated by reference. Nothing in this Privacy Policy limits any non-waivable rights you may have under the GDPR, CCPA/CPRA, TDPSA, or other applicable data protection law.

20. Changes to This Privacy Policy

This Privacy Policy is effective as of the date noted at the top of this page and will remain in effect except with respect to any future changes, which will be effective immediately after being posted on this page. We reserve the right to update or change this Privacy Policy at any time, and you should check it periodically. Your continued use of the Site after we post any modifications constitutes your acknowledgment of and consent to the modified Privacy Policy. If we make material changes, we will notify you either through the email address you have provided or by placing a prominent notice on our Site. We will review and, if required, update this Privacy Policy at least once every twelve (12) months.

21. Contact Us

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

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