Privacy Policy

Version 1.0 · Effective November 4, 2026
Tax Matrix Technologies, LLC, doing business as Hands Off Sales Tax

1. Who we are and what this policy covers

Tax Matrix Technologies, LLC, doing business as Hands Off Sales Tax and TaxMatrix ("HOST," "we," "us"), provides sales tax compliance services. This policy explains what personal information we collect, how we use and share it, and the choices you have.

It covers handsoffsalestax.com and its subdomains, including app.handsoffsalestax.com, certified.handsoffsalestax.com, resale.handsoffsalestax.com and rate-lookup.handsoffsalestax.com, plus taxmatrix.com (together, the "Sites"). It also covers information we collect when you contact us, book a call, attend an event or become a client. Signed client agreements may contain additional terms about client data. Where they differ, the agreement controls.

2. Information we collect

Information you give us. Name, work email, phone number, company, job title, messages, and the services you ask about. If you become a client, we also collect the business information needed to deliver our services, such as sales and transaction data, state tax account details, federal employer identification number (FEIN), and bank account details used to pay taxes on your behalf.

Information collected automatically. When you use the Sites, we and our providers collect your IP address, browser and device type, pages viewed, time on page, the site that referred you, and campaign tags or ad click identifiers in the link you followed. We collect this using cookies and similar technologies (section 4).

Information from other sources. We may receive information about you from:

- Partners who refer you to us, such as payment and business formation platforms
- Software you connect to our services, such as e-commerce, accounting or marketplace systems
- Business contact data providers and public sources, such as company websites and professional networking sites
- Website analytics providers that identify the company or organization associated with a visit

3. How we use information

- To respond to inquiries, schedule calls and provide quotes
- To deliver our services, including registrations, filings, payments, notices and consulting
- To operate, secure and improve the Sites and our client portal
- To send marketing emails about our services, which you can unsubscribe from at any time
- To contact business prospects we believe may benefit from our services
- To measure the performance of our website and advertising

- To detect fraud, spam and misuse
- To meet our legal, accounting and tax obligations

4. Cookies and similar technologies

Cookies are small files stored by your browser. We use them for these purposes:

Purpose	Examples
Essential: making the Sites work and remembering your cookie choices	Website hosting and security tools, our cookie banner
Analytics: understanding how visitors use the Sites	HubSpot, Google Analytics, Microsoft Clarity
Advertising: measuring ads and preventing click fraud	Google Ads, ClickCease
Scheduling and forms	Calendly, HubSpot forms

Your choices. Our cookie banner lets you decline non-essential cookies. You can change your choice at any time using the Cookie Settings link in the footer. You can also block or delete cookies in your browser settings, though some features may not work.

Global Privacy Control. We treat a Global Privacy Control signal from your browser as a request to opt out of non-essential cookies. We do not respond to other "Do Not Track" signals, because there is no common standard for them.

5. Call recording

We may record and transcribe calls and video meetings with prospects and clients to keep accurate notes and improve our service. We tell participants at the start of a recorded call. If you prefer not to be recorded, tell us and we will turn recording off.

6. How we share information

We do not sell your personal information for money. We share it only as follows:

- **Service providers** who process information for us under contract, listed below
- **The partner who referred you**, limited to what's needed to coordinate the services you requested
- **Advertising platforms**, limited to information such as ad click identifiers, used to measure whether our ads led to inquiries. In some states this is considered "sharing" for advertising. You can opt out as described in section 9.
- **Tax authorities and other government agencies**, as needed to deliver our services or when required by law
- **Professional advisers**, such as our lawyers and accountants
- **A buyer or successor** if we are involved in a merger, acquisition or sale of assets
- **Anyone else**, with your consent

Types of service providers we use:

Type of provider	What they do for us
CRM and marketing platforms	Contact records, marketing email, forms and website analytics
Productivity and communication tools	Email, documents, messaging, phone and internal collaboration
Scheduling, proposal and e-signature tools	Booking calls, sending proposals and collecting signatures
Call recording and transcription	Notes from recorded calls
Website hosting, performance and security	Running and protecting the Sites
Analytics and advertising providers	Measuring site use and ads, and preventing click fraud
Integration and automation tools	Moving information between our systems
AI service providers	Assisting our staff with drafting, research and analysis

Clients may request a current list of specific providers.

7. Marketing emails

Every marketing email we send includes an unsubscribe link. You can also email team@handsoffsalestax.com. Unsubscribing does not stop service messages we need to send clients, such as filing confirmations and notices.

8. How long we keep information

We keep personal information only as long as we need it for the purposes in this policy. Client records are kept for as long as required for tax, accounting and legal purposes (typically seven years after the engagement ends). Prospect and marketing records are deleted or anonymized when they are no longer useful (typically after three years without engagement).

9. Your choices and rights

You can ask us to:

- Tell you what personal information we hold about you
- Correct information that is wrong
- Delete your information, subject to records we must keep by law
- Stop using your information for marketing or advertising measurement

Email team@handsoffsalestax.com with your request. We may need to verify your identity before acting on it, and we will respond within the time the law requires. Depending on where you live, you may have additional rights under state law, and we will honor them where they apply. We will not treat you differently for making a request. An authorized agent may make a request for you with written proof of authorization.

10. Security

We use administrative, technical and physical safeguards appropriate to the sensitivity of the information we hold, including access controls, multi-factor authentication and encryption for sensitive data. No system is completely secure, so we cannot guarantee the security of information sent over the internet.

11. Children

The Sites and our services are for businesses. We do not knowingly collect information from anyone under 16.

12. Users outside the United States

We are based in the United States and store information here. If you use the Sites from another country, your information will be transferred to and processed in the United States.

13. Changes to this policy

We will post any change to this policy on this page with a new version number and effective date. Earlier versions stay available at /legal/privacy/versions/. For material changes, we will also notify clients by email.

14. Contact us

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