

Data Privacy & Cookie Policy

Last Updated: 4/10/19

I. Introduction

PLF has established the following Data Privacy & Cookie Policy (the "Policy") so that you can make an informed decision regarding your information. This Policy applies to information collected from users of this website. The sections below explain how information is collected, used, disclosed and protected by PLF as well as what rights you have with respect to your information.

Client rights may be modified or superseded by *written agreement* between PLF and that client.

A downloadable and printable .pdf version of this Policy can be found [here](#).

II. Your Consent to this Policy

By submitting any information over email or through this website to PLF or by your continued use of this site, you expressly agree to this Policy, as well as to the collection, use and retention of information as described by this Policy. If you do *not* agree to the terms and conditions of this Policy, you must immediately cease visitation and use of this site.

III. Modification and Notice

PLF reserves the right to modify this Policy at any time. The effective date is stated at the top of this page following the words "Last Updated." Changes to this Policy will be posted on this website and will take effect at the time of posting.

IV. Information Collected

PLF collects two kinds of information: Personal Information and Non-Personal Information. Personal Information is any information that identifies a unique natural person. Non-Personal Information is any information that is not Personal Information.

You may access and navigate this website without disclosing or transmitting any Personal Information.

V. Sources and Uses of Collected Information

The information we collect comes from three sources: (1) voluntarily provided from users or other individuals, (2) web server logs, and (3) cookies. Web server logs are maintained in the process of hosting this website by the website hosting company, and website cookies are small text files stored locally by a user's browser.

Web server logs and cookies (if your web browser accepts them) collect information automatically from site users. However, this information is only Non-Personal information. Non-Personal Information relating to website visitation is collected primarily so that PLF may analyze this anonymous data in order to improve user experiences and our services.

We never sell your information, but we may use it for marketing or any other lawful purpose. For more information, please see [Web Logs](#) or [Cookies](#).

1. User-Submitted Information

- A. **Your Voluntary Submission of Information:** The submission of any Personal Information is *completely voluntary*. However, in order for us to respond to your requests, PLF may ask you to provide some Personal Information. For example, our website's contact forms will not transmit any information to PLF without at least one name and either a telephone number or email address. This is so that we can respond to your inquiry. You are not required to use these contact forms; a variety of alternative contact methods are provided.

You alone are responsible for maintaining the secrecy and privacy of any Personal, confidential or sensitive information that you provide to PLF.

- B. **Do NOT Submit Confidential or Sensitive Information: No Liability:** PLF does not guarantee the accuracy, reliability or security of any information submitted through our website or any third-party applications. You should *not* submit any confidential or otherwise sensitive information (such as Social Security Numbers, passport or other official identification numbers, driver's license numbers, dates of birth, medical records, bank account numbers, or other financial records or information) through the contact forms or by email.

Any information you submit to PLF is transmitted *at your own risk* and you expressly agree that PLF will not be liable or responsible for any consequences resulting from your submission of this information to PLF.

- C. **Use of User-Submitted Information:** Any information submitted to PLF through our website's contact forms, by email, by telephone or via any other method will be used primarily so that PLF or one of our members, employees or agents may respond to the submitting user's stated inquiry.

PLF or our members, employees or agents may also use the submitted information for future communications or contact with you.

By submitting your telephone number to PLF, you expressly consent to allow telephone calls from PLF or any of our members, employees or agents, even if the number is registered through a state or federal "Do Not Call" list. This permission applies equally to a landline, cellular or internet-based telephone number.

When you submit the form to subscribe to the firm's newsletter, PLF collects the submitted email address for the express purpose of sending periodic newsletters that provide firm news, event announcements, case-law updates and business tips, among other things. By submitting your email to PLF, you consent to receiving these communications.

2. Web Server Logs

In order to host our website, PLF or a third party provider may maintain web logs that collect information standard to such log entries, including: Internet Protocol (IP) addresses, timestamps, browser and operating-system information, and the website from which you arrived at our site. Any such information is *only* anonymous and Non-Personal Information.

Web server logs are used to detect and diagnose problems with our web server, to protect our website and its content from inappropriate use or attack, to administer our site, and to otherwise provide and improve our services and products.

3. Cookies

- A. **Use of Cookies:** Our website and associated applications use cookies to retain user information in order to provide consistent user experiences and

to monitor the accessibility, performance and stability of our site so that improvements may be made. Cookies are small text files stored on a user's computer in order to retain that user's setting and distinguish that user from others. Cookies do *not* contain Personal Information.

- B. **Use of Google Analytics:** PLF uses Google Analytics, a service that provides us with information about how our website is used and accessed. Google Analytics uses cookies to aid in this analysis. These cookies may permit Google to track users or devices over time and across other websites. As before, these cookies do not contain Personal Information.

Google uses information from cookies to provide reports on site activity and to provide other services for PLF. By accepting cookies from this site, you consent to the processing of information from such cookies by Google for the purposes set out above.

For more information, please see [Google Analytics Cookie Usage on Websites](#).

- C. **Opting Out of Cookie Use:** It is your choice whether to accept cookies from this website and others. Your browser creates and retains cookies depending on its settings. You can disable the use of cookies, or delete existing cookies, by changing the appropriate setting in your browser. However, by disabling cookies, you should be aware that features of this and many other websites may not function properly or as intended without the information contained in these cookies.

VI. To Whom Personal Information is Disclosed

We never sell your Personal Information, nor do we disclose it to third parties for their own independent marketing or business purposes. However, we may disclose Personal Information to third parties in any of the following circumstances:

1. **With Your Consent or At Your Direction:** We may disclose your Personal Information to third parties when you consent to or request the disclosure;
2. **When Legally Required:** We may disclose your Personal Information in order to comply with applicable laws or to respond to a valid legal process, including from law enforcement or other governmental agencies;

3. **In Order to Protect our Site or Others:** We may disclose your Personal Information to third parties when necessary or appropriate: for the protection our clients or customers (e.g. to prevent spamming or attempts to defraud users of this site); to operate and maintain the security of this site (e.g. to prevent or stop an attack on our systems or networks); or to protect the rights or property of PLF, including enforcing any terms or agreements governing the use of this site;
4. **For the Facilitation of Services from Third-Party Providers:** PLF may use third-parties for certain services, including but not limited to sending emails, hosting and analyzing usage of this site, providing marketing services, and processing credit card payments. Personal Information is shared with these service providers solely for the purpose of enabling them to perform services on our behalf. The following are examples of service providers that we currently use:
 - a. Website & Email Hosting: [A2 Hosting](#) – Website and email hosting services are provided by A2 Hosting;
 - b. Client Portal/Case Management Servicer: [CosmoLex](#) – Cloud service to handle secure client communication and document storage and exchange (See [Terms Section VIII](#) for more information on the Client Portal & Client Accounts.)
 - c. Credit Card Processing: [LawPay](#) – Secure credit card processing service designed specifically for the compliance needs of law firms.

VII. How Information is Protected: Practices and No Liability

PLF uses Secure HTTP, SSL technology, and other security measures to help protect your information from accidental loss and from unauthorized access, use, or disclosure. However, *no security measure is fail proof*. As a result, we cannot guarantee that unauthorized persons will not intercept information when transmitted electronically, nor that it will not be lost or corrupted when it is sent or stored electronically.

No credit card or payment account numbers are stored on our systems or devices. All electronic payments are processed by LawPay, a Cardholder Information Security Program (CISP) compliant credit card processors.

VIII. Personal Information on Children

PLF considers anyone under the age of 13 (or such older age as may be specified by applicable data protection laws) to be a child. PLF does not intentionally or knowingly

collect, or try to collect, Personal Information from or about children. Where Personal Information from a child is or has been collected, we will use reasonable efforts to verify that consent has been given by that child's parent or guardian.

IX. Response to 'Do Not Track' Requests

At this time, our web server and services are not able to respond to 'Do Not Track' (DNT) requests or signals. If this is important to you, feel free to contact us at firm@potelawfirm.com to express your opinion.

X. Opting out of Future Communications/Newsletters

You may opt out of any future communications, including newsletters, at any time. Simply contact PLF by email at: unsubscribe@potelawfirm.com and indicate in the subject or body that you would like to unsubscribe from some future communications or all of them. You may also unsubscribe from our newsletter by clicking the "Unsubscribe" link at the bottom of those communications.

XI. Requesting, Amending, or Deleting Personal Information

You may contact PLF at any time to:

- Request a copy of any Personal Information collected on or from you, if any;
- Request a change or correction to any Personal Information maintained about you, if any;
- Request the removal or deletion of any Personal Information maintained about you, if any; *or*
- Request the termination or cessation of future communications from PLF.

Verification of identify will be required before complying with any request. Additionally, PLF shall retain client information in accordance with the applicable rules of professional conduct and the opinions of appropriate regulatory bodies.

Any questions or concerns about this Policy should be addressed to the Pote Law Firm. You may contact us via the phone number, contact form, email address, or mailing address provided on this site.