

## **Privacy Policy**

Effective Date: 10/31/2017

The Tech Law Firm, PLLC (“we” or “us”) collects certain information about you through our website. We care about your privacy and this page lays out our policies and procedures surrounding the collection and handling of any information we collect from you.

Your use of our website constitutes an acceptance of this Privacy Policy and forms a legally-binding contract between you and us. If you do not agree to the terms of this Privacy Policy, immediately discontinue use of our website. In addition, to revoke consent to the use of your information and to have your information removed from our database, contact us using the contact information listed at the end of this Privacy Policy and your information will be deleted.

This Privacy Policy applies only to our website. It does not apply to any information that is not collected via our website.

### **What information do we collect?**

We collect two different kinds of information from you:

- Personally Identifiable Information (or “PII”) is information that could be used to identify you as an individual or that could be used to contact or locate you.
- Non-Personally Identifiable Information (or “non-PII”) is any other kind of information we collect from you.

### **How and when do we collect your information?**

We collect your information both actively and passively. Active data collection occurs when you enter your information into a form on our website. Passive data collection occurs without your affirmative consent by our site’s use of browser cookies and other analytic and reporting technologies. Browser cookies are small files usually used to persist data between browser sessions by saving certain pieces of non-PII. It allows the browser to “remember” what you did the last time you visited our site.

You may also visit our site anonymously—that is, without explicitly entering your information into our website. If you visit our site anonymously, we will not perform active data collection but we will still perform passive data collection.

*Actively collected PII:* We collect your email address and your name when you fill out the form to contact the firm or to comment on a blog post. These data items are

considered PII because each of them can be used individually to identify you or to contact you.

*Passively collected PII:* We will never collect PII from you without your affirmative consent.

*Passively collected non-PII:* We collect certain anonymous information about your use of our website. Examples of this anonymous information are: your browser type, your device's operating system, the date and time of your access to our website, geographical information, browser history, and device type. This is not an exhaustive list of the types of passive non-PII we may collect; it merely provides examples of the kinds of data we may collect.

### **What do we use your information for?**

The PII we collect from you may be used only to communicate with you.

The non-PII we collect from you may be used in any of the following ways:

- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To comply with applicable legal requirements or industry standards.

We will not link your PII with your non-PII in a way that would serve to identify your behaviors on a personal level. For example, we will not keep a record of how many times you have personally used our website. Instead, we may conglomerate your usage statistics with those of others to look for trends.

### **How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information. We use reasonable practices and technologies to safeguard your information against legal intrusion and unauthorized access. No security measures are 100% reliable so we cannot warrant the security of your PII.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer your PII.

We may, however, disclose your PII to trusted third-party service providers who assist us in operating our website, conducting our business, or servicing you. These trusted service providers are not allowed to use your PII for any purposes other

than those to which they have been entrusted. We shall use reasonable efforts to ensure these service providers hold your PII in confidence and we shall only disclose your PII to third parties that we believe in good faith practice acceptable privacy and security measures.

We may also release your information when we believe its release is appropriate to comply with the law, enforce our site policies, or protect our or other's rights, property, or safety.

In addition, we may transfer your PII as part of a sale, merger, acquisition, or other change of control. We may also transfer your PII to protect our legal rights in the unlikely event of a bankruptcy, reorganization, receivership, assignment, or any application of creditor's rights.

Your non-PII may be provided to other parties for marketing, advertising, or other uses.

### **Where do we store your information?**

We store your information in servers owned by a reputable cloud provider. Your use of our website acts as your consent to transfer your PII outside of you country of residence if such servers reside outside of your country of residence.

### **What is our policy with regard to children?**

We will not knowingly collect any information from children under the age of thirteen (13) as is consistent with COPPA (Children's Online Privacy Protection Act). In the unlikely event you discover your child under the age of thirteen has supplied us with PII, you may contact us using the information provided in this Privacy Policy and we will remove your child's information from our database.

### **Can we modify this Privacy Policy?**

We may change this Privacy Policy at any time, without prior notice to you, by posting a new version on this page or on a successor page. The new version will become effective on the date it is posted, which will be listed at the top of the page as the new effective date. Your continued use of our website is your acceptance of the new terms of the Privacy Policy.

If we make any modifications to this Privacy Policy that are materially less restrictive with regard to our use or disclosure of your PII (for example, if we decide to sell, rent, or lease your PII), we will notify you and ask for permission before continuing use of your PII under these new terms.

### **How can you contact us?**

If there are questions regarding this Privacy Policy, you may contact us using the information below:

The Tech Law Firm, PLLC  
1 S. Orange Ave., Suite 502  
Orlando, FL 32801  
USA  
[info@thetechlawfirm.com](mailto:info@thetechlawfirm.com)