

# PRIVACY POLICY

Last Reviewed: May 2018

## 1. Overview

This Privacy Policy explains how Waller, Lansden, Dortch, & Davis, LLP (“Waller,” “we,” “us,” or “our”) collects, uses, processes, and otherwise disseminates information that a user (“user,” “you,”) provides to us through this website, [wallerlaw.com](http://wallerlaw.com) (“Site”).

Please read this Privacy Policy carefully. If you do not agree to be bound by this Privacy Policy, then do not access or use the Site.

## 2. Information we may collect from you and how we collect it

When you visit our Site, you may be asked to provide basic contact information (e.g., name, organization, address, phone number, e-mail address, your Internet Protocol (IP) address, IP ports, and so on) (collectively, “Personal Information”). On this Site, for example, we may collect and retain contact and other Personal Information from you in a number of ways, for example, if you register via the Applicant Portal for “Aspiring Attorneys” or for the Summer Associate Program; if you request information on engaging an attorney at Waller or on available employment opportunities; or if you register for an event hosted or promoted by us. If any third parties provide Personal Information to us about you, we may combine that with other Personal Information we have about you and we will treat that aggregated Personal Information in accordance with this Privacy Policy. We may also collect Personal Information from you when you attend an event in-person hosted by Waller.

We collect various non-personally identifiable information from you in the course of your navigation of the Site, such as the URL of the site you just came from, the browser version you use, date/time, size of data transferred, pages you visit, and other “clickstream” data (collectively, “Non-Personal Information”).

We also use “cookies” to enhance your Site visit. A “cookie” is information either temporarily or permanently stored in a file on your computer. You can set your browser to reject cookies, but that may limit your use of some convenience features at this Site.

- Specifically, we use **strictly necessary** cookies, which allow you to access and use our Site, and which allow us to deliver our Services to you. For example, when you visit our website and log in to your user account, we use Session ID cookies and Javascript check cookies.
- We use **performance cookies** that allow us to track Site usage. This allows us to learn more about how users use the Site so that we make changes and improvements, as necessary.
- We use **targeting cookies** that measure the effectiveness of our advertising campaigns and to track sites you’ve visited so that we can measure the effectiveness of our advertising campaigns.

In addition, we may receive information about you from other sources, including third parties that help us update, expand, and analyze our records; identify new clients; or prevent or detect fraud. We may also receive information about you from various social media platforms. For

example, we may receive information from you when you interact with us on a social media platform or access our social media content. The information we may receive is governed by the privacy settings, policies, and/or procedures of the applicable social media platform. We do not have control over these third party sources and encourage you to review the privacy policies of any third party website.

### **3. How we use information about you**

Except as otherwise stated, Waller may use Personal Information it collects from you to respond to your requests, improve the content and services that Waller provides, customize this Site to your preferences, communicate information to you (where you have not expressed a preference otherwise), for our marketing and research analysis, and for other purposes identified to you and as requested by you. We may share Personal Information with our subsidiaries, other affiliated entities, and associated entities for the purposes described in this Privacy Policy or with certain business partners (e.g., organizations holding events for which a visitor to the Site has registered). Please note that you have the right to withdraw your consent to such use at any time by contacting us via this [clicking here](#).

From time to time, Waller uses contact information obtained via this Site or in-person events to send e-mail and postal mail supplying clients and visitors with the updates and news regarding the firm and the legal industry. If you register for an event or create an account via our Site, Waller may contact you by e-mail to send you information about your registration or account (e.g., confirmations, event notifications, etc.). Waller may also contact Site visitors via e-mail regarding their account status and about changes to any relevant agreements or policies.

We may use third-party e-mail providers to deliver these communications to you.

### **4. How Personal Information is protected**

Waller takes steps online and offline to safeguard the Personal Information that you provide to us. Your data is protected once it reaches our network through the use of secure multi-tiered firewalls. Portions of your data may also be encrypted on our storage server for additional security.

Because no system is 100% secure or error-free, please remember that any transmission of Personal Information through the internet is at your own risk. By using our Site, you acknowledge and accept these risks.

### **5. Access and Options**

You have choices regarding our use and disclosure of your Personal Information.

If you change your mind after opting to receive electronic communications, you may opt out of receiving such communications from us by communicating your preferences to us at [this link](#), or by following the unsubscribe link contained in the applicable e-mail. Please note that if you opt-out of receiving marketing-related e-mails from us, we may still send you important administrative messages that are required to provide you with legal services we may provide to you.

Subject to applicable laws, you may have rights regarding information that we have collected about you. Please contact us to update or correct your information if it changes or if you believe

that any information that we have collected about you is inaccurate. For example, you can ask us to see what personal information we hold about you and to erase your personal information. Also, you may tell us if you object to our use of your personal information as noted above. In some jurisdictions, you may have a right to complain to your local data protection authority. If you would like to discuss or exercise the rights you may have, please contact us [here](#).

If you would like to review, correct, or update Personal Information that you have previously disclosed, you may do so by signing in to your account or by contacting us. For your protection, we may only implement requests with respect to the Personal Information associated with the particular e-mail address that you use to send us your request, and we may need to verify your identity before implementing your request. We will comply with your request as soon as reasonably practicable.

## **6. Retention**

We will retain Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

## **7. Access from Outside the United States**

If you are visiting the Site from outside the United States, please be aware that information may be transferred to, stored in, and processed in the United States.

## **8. Sharing Personal Information with third parties**

Waller will not share any Personal Information it collects with any third party or outside mailing list, other than in the following circumstances: (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy, including investigation of potential violations thereof; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment; (e) to protect the rights, property, or personal safety of Waller, its users, or the general public; (f) by virtue of undergoing any change in control, including in connection with corporate restructuring, sale or assignment of assets, merger, divestiture, and other changes of control or financial status, in which case we will require the recipient to use such information in accordance with this Privacy Policy; (g) to Waller's affiliates, successors, and agents/representatives (for example, consultants), which are required to treat the information in accordance with this Privacy Policy; or (h) pursuant to your explicit approval prior to the disclosure.

## **9. Third-Party Service Providers**

We may use third-party service providers to help us operate the Site, who may collect, store, and/or process your information.

*Google Analytics.* We have enabled Google Analytics to collect data about our traffic through the use of Google advertisements and other anonymous identifiers. We use Google Analytics cookies and other cookies to compile data to better understand the

preferences of visitors to our Site and provide visitors with a more tailored experience. You can opt out of Google Analytics by visiting Google's Opt-Out Browser Add-on website [here](#).

*Other Third-Party Services.* We use other third-party services to obtain, track, and store user information. For example, we use a customer relations management (CRM) software to manage customer data and information. We also use third-party software to collect information from your browser, ISP and computer device in order to capture and analyze user behavior on our Site. The software allows us to track and monitor such actions as clicks, taps, and scrolling behavior.

On occasion, we will use additional content or applications on this Site that is served by third-parties, including advertisers, ad networks and servers, social media websites, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other internet tracking technologies to collect information about you when you use our Site. We do not control third parties' tracking technologies or how they may be used. If a third party vendor is a part of the Network Advertising Initiative, you can learn more and opt-out by clicking [here](#).

*Links to Third Party Sites.* Our Site may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. Such links do not constitute an endorsement by Waller of those other websites, their content or services, or the persons or entities associated with those websites. This Privacy Policy does not apply to third-party websites. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party sites or services. We encourage you to review the privacy policies and terms of all third-party websites or services you may visit.

## **10. Your California Privacy Rights:**

California Civil Code Section 1798.83 permits users of the Site who are California residents to request and obtain from us a list of personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year and the names and addresses of those third parties. Requests may be made only once a year and are free of charge. Under Section 1798.83, California residents are entitled to request and obtain such information, by e-mailing a request to [email@wallerlaw.net](mailto:email@wallerlaw.net).

## **11. Privacy of Minors**

In accordance with the Children's Online Privacy Protection Act (COPPA), we will never knowingly request or solicit Personal Information from anyone under the age of 13. Please notify us if we receive such Personal Information of anyone under the age of 13, and we will delete that information from our database as soon as is reasonably practical.

## **12. Changes to the Privacy Policy**

The terms of this Privacy Policy will govern the use of the Site and any information collected therein. Waller reserves the right to change this policy at any time, therefore we encourage you to visit this page frequently. We will provide notice of substantial changes of this policy on the

homepage of the Site and/or we will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. All changes to this Privacy Policy are effective as of the stated “Last Revised” date at the top of this page and your continued use of the Site after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes.

### **13. Contact information**

If you have any questions or comments concerning this Privacy Policy, please contact our Data Protection Officer at [privacy@wallerlaw.net](mailto:privacy@wallerlaw.net).