

# PRIVACY POLICY OF PEREZ COLLAZO LAW FIRM PLLC

Updated on September 30, 2024

## 1. Introduction

Welcome. You have reached a website provided by Perez Collazo Law Firm PLLC (“Perez Collazo Law Firm,” “Company,” “we,” “us,” or “our”) or one of our affiliates. Our mission is to bridge the gap between the need for law firm growth and the demand for reliable legal services in an underserved community. We take your privacy seriously and provide this Privacy Policy (“Policy”) to inform you about the information we collect about you, how we obtain it, how we share it, and how you can limit the ways we use your personal information. If you have questions about this Policy after reviewing it, feel free to contact us at [webmaster@perezcollazolawfirm.com](mailto:webmaster@perezcollazolawfirm.com).

## 2. Scope of this Privacy Policy

This Policy applies when you use or access the following website or any other website or landing page operated by us that links to this Policy, including its subdomains or portals (collectively, the “sites”) or when you provide personal information or interact with us online, through phone calls, or other communications with our representatives:

<https://www.perezcollazolawfirm.com>.

For the purposes of this Policy, “personal information” refers to information that identifies you, relates to you or your household, or can be associated with you. The definition of personal information does not include publicly available information from federal, state, or local government records. We refer to all of the above as our “services.” Our services are used by individuals contacting us for legal services (“users”), attorneys, firms, and law offices we collaborate with (“firms”), and individuals seeking employment with us (“job applicants”).

Please note that if you provide your data while interacting with our sites or services, we will consider that you consent to our collection, use, and disclosure of your data.

This Policy does not apply to any products, goods, services, websites, or content offered by third parties (“third-party services”), which are governed by their respective privacy policies.

## 3. What Information We Collect

Generally, we limit the personal information we collect to what is appropriate, relevant, and reasonably necessary for us to provide our services.

### Information You Provide to Us

While you interact with our sites or services, we may collect some or all of the following personal information through web forms, live chats, and/or submissions/uploads on our sites, through phone calls with our call centers, text messages, letters, emails, direct messages on our social media accounts, and other communications with you:

#### Users

- Contact information, such as your first and last name, email address, home or work address, phone numbers, and mobile numbers;
- Age, date of birth, and gender;
- **Driving license status and your insurance company;**
- **Job title and your current or past employment or education information;**

- **Disability status or other health information;**
- **Details of your traffic, pedestrian, or workplace accidents, including dates, times, and locations of the accident(s) or incident(s); names, ages, or other identifying information of other people involved; the extent of your injuries, damages, and/or treatment;**
- **Audiovisual information, such as recordings of your voice during calls to our call centers; and/or**
- **Any other information you voluntarily provide that may be reasonably used to personally identify you. Please note that we do not request information such as citizenship status, documents, or photos of the accident(s)/incident(s).**

## **Firms**

- **Contact information such as your name, job title, email address, professional address, shipping address, phone numbers, mobile numbers, and fax number;**
- **Information about legal practice, such as the name of the firm, the New York State Bar number, the law school you attended and year of graduation, date of birth, certifications, and sections of the Texas Bar Association (CLA) in which you are registered, experience, licensing status, and errors and omissions insurance; and**
- **Financial information, such as your company's credit or debit card number, tax identification number, bank account information, and payment and service history.**

## **Job Applicants**

- **Contact information such as your name, email address, personal or professional address, shipping address, phone numbers, and mobile numbers;**
- **Your current or past employment or educational information;**
- **Relevant licenses and certifications; and/or**
- **Any other information that may be reasonably used to personally identify you.**

## **Automatically Collected Information**

Like many companies, we and our service providers automatically collect and/or store certain information when you visit or interact with our sites or services ("usage information"). This usage information may be stored and/or accessed from your personal computer, laptop, tablet, mobile phone, or other device (a "device") whenever you visit or interact with our sites. Usage information includes:

- **Your IP address, IDFA, Android/Google Advertising ID, IMEI, or other unique identifiers;**
- **Device functionality (including browser, browser language, settings and behavior, operating system, hardware, mobile network information);**
- **Web pages and URLs of referring and outgoing sites;**
- **The areas within the sites that you visit and your activities there, including remembering you and your preferences;**
- **The location of your device or other location information, including the postal code, state, or country from which you accessed the services;**

- **Device features;**
- **Some other device data, including the time of day when you visit our sites or other information used to provide analytics or other usage information;**
- **Information about your engagement with our emails; and**
- **Statistical information about how registered and unregistered users collectively use the sites or services. This aggregated information is derived from personal information but cannot be linked to you or your web browser.**

### **Information Collected by Third Parties**

The sites include functionalities that allow certain types of interactions between the sites and your account on a third-party website or application. Using this functionality may result in third-party sites providing us with information. For example, we may obtain information from third parties about traffic and usage of our sites. We may also provide links to facilitate communication from the sites, or we may rely on third parties to facilitate sending emails or posting on social media (such as a “share” or “forward” button). These third parties also use cookies and other tracking technologies to capture information about your interactions with us. We also conduct research on individual attorneys from firms based on sources such as state bar associations, social media profiles, and law firms.

We have no control over the information that these third parties collect, use, and share. We encourage you to review the privacy statements of these third parties to understand their privacy practices.

### **Inferred Information**

We derive information or make inferences about you based on the information we collect about you. For example, based on your contact information or the language you speak, we may deduce your interest in certain attorneys or law firms.

## **4. Use of Cookies and Other Tracking Technologies**

We may use various methods and technologies to store or collect usage information (“Tracking Technologies”). Tracking technologies may set, change, alter, or modify settings on your device. Some of the tracking technologies used on the sites include, but are not limited to, the following (as well as tracking technologies or methods developed in the future that are not listed here):

- **Cookies.** A cookie is a type of text file placed on a device to uniquely identify your browser or to store information on your device. Our sites may use HTTP cookies, HTML5 cookies, and other types of cookie technology to store information in local storage.
- **Pixels.** A pixel is a small graphic file that allows us and third parties to monitor usage of the sites and provide us with information based on your interaction with the sites.
- **Visit Counters.** Web beacons are small tags (which may be invisible to you) that may be placed on the pages and messages of our sites.
- **Embedded Scripts.** This is code designed to collect information about your interactions with the sites, such as the links you click on.
- **ETag or Entity Tag.** An ETag is a browser cache function. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL.

- **Browser Fingerprinting.** This involves collecting and analyzing information from your device, such as your operating system, plug-ins, system fonts, and other data for identification purposes.
- **Recognition Technologies.** Technologies that use statistical probability applied to data sets to recognize or make assumptions about users and devices (e.g., that a user across multiple devices is the same user).

We may use tracking technologies for various purposes, including:

- **To enable you to use and access the sites, including preventing fraudulent activities and enhancing security functions;**
- **To facilitate navigation, display data more effectively, collect statistical data, personalize your experience when using the sites, and recognize your computer to help you use the sites.**
- **To evaluate the performance of the sites, including as part of our analytical practices or to improve the content, products, or services offered through the sites;**
- **To provide you with enhanced functionality when accessing the sites or services, including tracking your specified preferences or tracking your online activities over time and across third-party sites; and**
- **To offer you content that aligns with your interests on our sites and third-party sites based on how you interact with our content.**

## **5. Why We Collect Information**

We use the information we collect about you in various ways, including: **To Provide Our Services**

We process certain personal information when you access or use our services, including:

- **To process your request for legal services;**
- **To facilitate the functionality of our sites, including payment-related functionality; and**
- **To personalize experiences and customization while you are on our sites.**

## **To Communicate with You**

We handle certain information to communicate with you regarding your accounts, our services, our marketing, and your requests, including:

- **To communicate with you regarding your requests and our services;**
- **To respond to your inquiries about services and information requests;**
- **To publish your comments or testimonials on our sites;**
- **To send you surveys about our services; and**
- **To implement your communication preferences, such as sharing information with our partners to enable them to send you emails about their products and services.**

## **To Improve Our Sites or Services**

We want to ensure that our sites and services continually improve and expand to meet and exceed your needs and expectations. To do this, we may process certain personal data, including:

- **To maintain, enhance, and analyze our sites or services; and**
- **To detect, prevent, or investigate suspicious activities or fraud.**

### **To Comply with Applicable Laws**

We may be required to process certain personal data under certain laws and regulations, such as tax laws, as well as:

- **To maintain appropriate records for internal administrative purposes; and**
- **To comply with applicable legal and regulatory obligations, and respond to legal government requests as necessary.**

### **To Enforce Our Terms, Agreements, or Policies**

To maintain a secure and trusted environment when using our sites or services, we use your personal information to ensure compliance with our terms, policies, and agreements with you and third parties.

### **To Evaluate Your Job Application**

We use your personal information to evaluate your job application or administer employment benefits.

### **With Your Consent**

We process certain personal information to fulfill other business or commercial purposes following your instructions or with your consent.

## **6. When We Disclose Information**

As a company, we may need to disclose your personal information to service providers outside our organization who can assist us in providing services to you, as stated in this Policy. We may also share or sell your information to third parties, as defined below, for analytical purposes or otherwise.

To the extent permitted by law and any applicable state Professional Code of Conduct, certain non-public information about you may be disclosed in the following situations:

- **To comply with applicable legislation or respond to valid legal processes, including those from law enforcement or other governmental agencies.**
- As part of any legal proceeding or alternative dispute resolution process initiated by or against us, as long as we only disclose the information necessary to present, pursue, or defend against the claim and take reasonable precautions to ensure that the information disclosed does not become a matter of public knowledge.
- During a review of our practices under the authorization of a state or national licensing board, or as necessary to adequately respond to an inquiry or complaint from such a board or licensing organization.
- In connection with a potential purchase, sale, or merger of all or part of our business, if we take appropriate precautions (e.g., through a written confidentiality agreement) to ensure that the potential buyer or merger partner does not disclose the information obtained during the review.

- To provide information to our affiliates and non-affiliated third parties that provide services or perform functions related to the services we offer you, but only if we have a contractual agreement with the other party that prohibits them from disclosing or using the information for purposes other than those for which it was disclosed. Examples of such disclosures include the use of a payment processor, a booking provider, a merchandise store, a customer service provider, an email marketing provider, or a food delivery service.

We may also share your information, including your personal information, with our affiliates and other third parties, such as companies with which we have business or other relationships, for direct marketing purposes. Additionally, we may share the information we have collected about you, including personal information, as disclosed at the time you provide your information and as described in this Policy.

Finally, we may aggregate, de-identify, and/or anonymize any information collected through the sites or services so that such information is no longer linked to your personally identifiable information. We may use and share this aggregated and anonymized information (non-personal information) for any purpose, including, without limitation, for research and marketing purposes, and we may also share this data with our affiliates and third parties, including advertisers, promotional partners, and others.

## **7. Advertisements and Information About You**

You may see certain advertisements on our sites because we participate in advertising networks managed by third parties. These networks track your online activities over time and across third-party websites and online services by collecting information through automated means, including the use of the tracking and tracing technologies described above, and use this information to show you ads tailored to your individual interests. The information they collect includes data about your visits to our sites, such as the pages you have visited. This collection and ad targeting occurs on our sites and on third-party websites that participate in the advertising network. This process also helps us track the effectiveness of our communications and marketing efforts.

You can opt out of targeted advertising on some platforms by visiting the following pages:

- Meta
- Google
- Bing
- LinkedIn
- Criteo Network

## **8. Children's Privacy**

Our sites are not intended to be used by children under the age of 18. We do not knowingly request or collect any personally identifiable information from children under 18. If you are a parent or guardian of a child under 18 who you believe has provided us with their information, please contact us through the “Contact Us” section to request the deletion of such data.

## **9. Visitors to the Sites Outside of the United States**

Our sites are not intended for visitors located outside the United States, and we do not direct our activities to users who are outside the United States.

**United States.** All information you receive from the sites will be created on servers located in the U.S., and all information you provide will be maintained on web servers and systems located in the U.S. It is possible that data protection laws in the United States differ from those in your country, and your information may be subject to access requests by governments, courts, or law enforcement bodies in the United States according to U.S. laws. By using the sites or providing us with any information, you consent to your information being transferred, processed, used, shared, and stored in the United States and other countries, as outlined in this Policy.

## **10. Third-Party Links**

For your information, the sites and this Policy may contain links to other websites not controlled by us. We are not responsible for the privacy practices, advertising, products, services, or content of such websites. The use of third-party links on our sites should not be interpreted as an endorsement of those links or any affiliation with them.

## **11. Security**

We take commercially reasonable measures to help protect and secure your personal information. However, no data transmission over the Internet, mobile networks, wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Consequently, we cannot guarantee the security of the information you transmit to or from the sites, and you provide your information at your own risk.

## **12. Retention of Personal Information**

For the purposes outlined in this Policy, we will retain your personal information only for as long as necessary. Your personal information will be retained and used to the extent necessary to fulfill our legal obligations (for example, if we are required to retain your personal information to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

All information you provide to us is stored on our secure servers or those of our external data storage providers.

In some circumstances, we may choose to anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without prior notice.

When deciding how long to retain your information, we take into account:

- How long we have maintained a relationship with you or provided our services to you;

- If we are subject to any legal obligation (for example, any law that requires us to retain transaction records for a certain period before we can delete them);
- If we have taken any legal position (for example, in relation to any statute of limitations).

## **13. Your Privacy Options**

### **Updating Your Personal Information**

We prefer to keep your personal data accurate and up to date. If you wish to change your contact information, please contact us using the information provided in the "Contact Us" section. We will make a good faith effort to make the requested changes in our active databases as soon as reasonably possible (but we may retain previous information as business records).

### **Communication Preferences**

With your consent, we communicate with you through various channels. You may opt out of receiving our emails or text messages at any time. To manage your communication preferences with us, or to completely opt out of communications, you can unsubscribe at the bottom of our emails, reply "STOP" to our text messages, or contact us using the information in the "Contact Us" section below.

Please note that some of your personal information, such as your name or other identifying information, may remain in our database even after a request to unsubscribe or delete, in order to service your account, maintain the integrity and historical record of our databases and systems, or to comply with applicable laws and regulations.

If you would prefer that we do not share your name and mailing address with third parties (except for our affiliates, service providers, and companies), you have the option to do so. To request this, please email us at [webmaster@perezcollazolawfirm.com](mailto:webmaster@perezcollazolawfirm.com). Your choice will not affect our ability to share information in other ways described in this Policy.

### **How to Control Your Cookies**

In most web browsers, you will find a "help" section in the toolbar. Please consult this section for information on how to receive a notification when you receive a new cookie and how to disable cookies. Please see the following links for information on how to modify your web browser settings in the most popular browsers:

- [Apple Safari](#)
- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)

Please note that if you disable cookies, you may not be able to access certain parts of the sites and benefit from all their features. For more information about cookies and similar technologies and to opt out of them, visit the following websites:



- The voluntary opt-out page of the Network Advertising Initiative (NAI) is available [here](#).
- The opt-out page of the Digital Advertising Alliance (DAA) is available in Spanish [here](#).

You can also click the informational icon that appears in each interest-based ad. We do not control these opt-out links or whether any company chooses to participate in these opt-out programs. We are not responsible for the decisions you make when using these mechanisms or their availability or accuracy.

Please note that even if you choose not to participate in these programs, you may still receive ads, such as ads based on the website you are viewing (such as contextual and targeted ads).

Advertisements that are not directed at you and may be less relevant. Additionally, if your browser (such as some Safari browsers) is set to reject "opt-out" cookies when you opt out of DAA or NAI websites, your voluntary exclusion may not be realized.

**Do Not Track Option** Do Not Track ("DNT") is a web browser setting that requests a web application to disable tracking of an individual user. When you choose to activate the DNT option in your browser, it sends a special signal to websites, companies, analytics services, advertising networks, social platforms, and other web services you encounter during your browsing to stop tracking your activity. Various third parties are developing or have developed signals or other mechanisms for expressing consumer choice regarding the collection of information about an individual consumer's online activities over time and across third-party websites or online services (for example, browser do-not-track signals), but there is no universally agreed-upon standard on what an organization should do when it detects a DNT signal. Currently, we do not monitor or take any action regarding these signals or other mechanisms. You can find more information about Do Not Track [here](#).

**Analytics** The use of Google Analytics helps us understand how users utilize the sites, and their personal information may be transferred to Google. Learn more about how Google uses your personal information [here](#) and disable Google Analytics [here](#).

**Your Privacy Rights in California** This section of the Policy applies only to California residents. We have adopted this section to comply with the California Consumer Privacy Act of 2018 ("CCPA") as amended by the California Privacy Rights Act ("CPRA"). Any term defined in the CCPA or CPRA has the same meaning when used in this section.

In addition to the rights described above, California residents have the following rights:

- To know the categories of personal information collected about you, the purposes for which the categories of information are collected or used, and whether that information is sold or shared.
- To know how long we intend to retain each category of personal information;
- To know if your personal information is sold or disclosed and to whom;
- To access your personal information;
- To delete the information you have provided to us, with certain exceptions;

- To correct your personal information;
- To not participate in the sale of personal information;
- To know if Sensitive Personal Information (SPI) is being collected about you, the categories of SPI being collected, the purposes for which the categories of SPI are collected or used, and whether the SPI is sold or shared;
- To limit the use of your SPI if it is used for cross-context behavioral advertising or to infer characteristics about you; and
- To not be discriminated against, even if you exercise your privacy rights.

**Request for Access, Correction, Modification, or Deletion of Information** California residents have the right to request, under certain circumstances, that a business collecting personal information about the consumer disclose the personal information that has been collected in the past 12 months regarding the following information:

- The categories of personal information collected about you;
- The categories of sources from which personal information is collected;
- The business or commercial purpose for collecting, selling, or sharing personal information;
- The categories of third parties to whom the business discloses personal information; and
- The specific personal information collected about you.

Please note that if we collect information about you for a single transaction and do not retain that information in the ordinary course of business, that information will not be retained for the purposes of a request under this section. Additionally, if we have de-identified or anonymized data about you, we are not obligated to re-identify or otherwise link your identity to that data if it is not maintained in that way in our records.

You may also request that we correct or delete your personal information. In relation to such a request, there may be certain exceptions to our obligation to delete your information, such as if you have an existing account or transaction with us, or if we have a legitimate business reason to retain your information.

**Personal Information Collected** Specifically, the sites have collected the following categories of personal information from consumers in the last twelve (12) months from the effective date of this Policy:

<b>Category of Personal Information</b>	<b>Examples of this Category</b>	<b>Sources of Personal Information</b>	<b>Business Purpose of Collection</b>
Identifiers	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.	You, Automatically, Third Parties	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Personal information described in California Civil Code § 1798.80(e)	Name, signature, Social Security number, physical characteristics or description, address, phone number, driver's license number or state ID number, insurance policy number, education, employment, work history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.	You, Automatically, Third Parties	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Characteristics of protected classifications under California or federal laws	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or credit history, marital status, medical condition (HIV/AIDS, cancer), physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth, and related medical conditions), sexual orientation, veteran status or military status, genetic information (including family genetic information), political affiliations or activities, familial status, income source status, status as a victim of domestic violence, assault, or harassment.	N/A	N/A
Commercial information	Personal property records, products or services purchased,	You, Automatically	To provide, improve, and market our

<b>Category of Personal Information</b>	<b>Examples of this Category</b>	<b>Sources of Personal Information</b>	<b>Business Purpose of Collection</b>
	obtained, or considered, or other purchase or consumption history or trends.		products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Biometric information	Genetic, physiological, biological, or behavioral characteristics of an individual, including information related to the individual's DNA or activity patterns.	N/A	N/A
Internet or other electronic network activity information	Browsing history, search history, and information related to interactions with a website, application, or Internet advertisement.	Automatically	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Geolocation data	Physical location and/or movements.	You, Automatically, Third Parties	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information.	You, Automatically	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to

<b>Category of Personal Information</b>	<b>Examples of this Category</b>	<b>Sources of Personal Information</b>	<b>Business Purpose of Collection</b>
Professional or employment-related information	Current or past job history or performance evaluations.	You	prevent fraud, to comply with the law. To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Non-public educational information (under the Family Educational Rights and Privacy Act, known as FERPA – 20 U.S.C. § 1232g, 34 CFR Part 99)	Educational records directly related to a student maintained by an educational institution or a party acting on its behalf, such as grades, academic records, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	N/A	N/A
Inferences drawn from other personal information	Information used to create a profile about a consumer that reflects their preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, skills, and abilities.	You, Automatically, Third Parties	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.
Sensitive or confidential personal information	Social Security number, driver's license number, account login, debit or credit card number in combination with a password or PIN, precise geolocation (within 1,850 feet), racial/ethnic origins, religious or philosophical beliefs, content of emails or text messages to others, genetic/biometric data, and health information, data about sexual life/orientation.	You	To provide, improve, and market our products and services, to provide information you requested, to identify potential customers, to verify identity, to prevent fraud, to comply with the law.

Information related to the duration we retain each category of Personal Information is included in the "Retention of Personal Information" section mentioned above.

**Personal Information Sold or Shared** In the last twelve (12) months, we have sold or shared (as those terms are defined in the CCPA) the following categories of personal information with third parties:

Category of Personal Information	Categories of Recipients	Purpose of Sale/Sharing
Identifiers	Advertising, marketing, and data analysis providers	Marketing
Personal information described in California Civil Code § 1798.80(e)	N/A	N/A
Characteristics of protected classifications under California or federal laws	N/A	N/A
Commercial information	Advertising, marketing, and data analysis providers	Marketing
Biometric information	N/A	N/A
Internet or other electronic network activity information	Advertising, marketing, and data analysis providers	Marketing and data analysis
Geolocation data	N/A	N/A
Sensory data	N/A	N/A
Professional or employment-related information	N/A	N/A
Non-public educational information (under FERPA)	N/A	N/A
Inferences drawn from other personal information	Advertising, marketing, and data analysis providers	Marketing and data analysis
Sensitive or confidential personal information	N/A	N/A

We have no actual knowledge of selling or sharing the Personal Information of consumers under 16 years old.

**Personal Information Disclosed for Business Purposes** In the last twelve (12) months, we have disclosed the following categories of personal information for business purposes:

Category of Personal Information	Categories of Recipients	Business Purpose of Disclosure
Identifiers	Service providers	Auditing related to advertising impressions, helping to ensure the security and integrity of personal information, program debugging to identify and repair errors, short-

Category of Personal Information	Categories of Recipients	Business Purpose of Disclosure
		term transient use, providing services on behalf of the business, providing advertising and marketing services (other than cross-context behavioral advertising), internal research for technological development and demonstration, activities to verify or maintain quality, improve, update, and/or expand our services.
Personal information described in California Civil Code § 1798.80(e)	Service providers	Same as above.
Characteristics of protected classifications under California or federal laws	Service providers	Same as above.
Commercial information	Service providers	Same as above.
Biometric information	Service providers	Same as above.
Internet or other electronic network activity information	Service providers	Same as above.
Geolocation data	Service providers	Same as above.
Sensory data	Service providers	Same as above.
Professional or employment-related information	Service providers	Same as above.
Non-public educational information (under FERPA)	Service providers	Same as above.
Inferences drawn from other personal information	Service providers	Same as above.
Sensitive or confidential personal information	Service providers	Same as above.

**Do not sell or share my personal information.**

California consumers also have the right, at any time, to tell us not to sell their personal information or share it for cross-context behavioral advertising – this is referred to as the right to opt-out of the sale of personal information. To do so, please click [this link](#).

### **Right to Limit the Use of Sensitive Personal Information**

California consumers have the right to limit the use of each type of sensitive personal information for each purpose with each type of third-party partner, if the sensitive personal information is used for reasons other than those necessary to provide products or services or if it is collected for the purpose of inferring characteristics about a consumer. We already limit the amount of sensitive personal information we collect from you, and we never use it for any purpose other than to provide you with our products or services, or for the transaction for which it is necessary.

### **Right Not to Be Discriminated Against**

We will not discriminate against you for exercising any of the rights granted to you under the CCPA. Unless permitted by California law, we will not:

- Deny you goods or services.
- Charge you different prices or fees for goods or services, including by providing discounts or other benefits, or imposing penalties.
- Provide you with a different level or quality of goods or services.
- Suggest that you may receive a different price or fee for goods or services or a different level or quality of goods or services.

However, as permitted by California law, we may offer you certain economic incentives that could result in providing you with different prices, fees, or levels of quality. Any financial incentive we offer will be reasonably related to the value of your personal information; for example, if you subscribe to a newsletter with us, we might offer you discounts on future services. Participation in a financial incentive program requires your prior consent, which you can revoke at any time. We do not offer financial incentives.

### **Affiliate or Third-Party Marketing**

California Civil Code Section 1798.83 allows our users who are California residents to request and obtain from us a list of the personal data (if any) that we have disclosed to third parties for their own direct marketing purposes during the preceding calendar year, as well as the names and addresses of such third parties. We currently do not disclose protected personal information under this section to third parties for their own direct marketing purposes.

### **Exercising Your Privacy Rights in California**

You or your authorized agent may request access, rectification, deletion, the option to opt-out of the sale or sharing of your personal data, or limitation on the use of your sensitive personal information, using the information provided in the “Contact Us” section below.

If you use an authorized agent to submit your request, we may ask for proof of the written authorization you have provided us. We may also ask you to verify your identity and residency to obtain the information, and you may only make this request twice in a 12-month period. For emails, please include “California Privacy Rights” in the subject line. You must include your full



name, email address, and affirm that you reside in California. We will acknowledge your request within 10 days and respond within 45 days or let you know if we need more time to do so. If you make this request by phone, we may also ask you to submit it in writing so that we can verify your identity. If we cannot fulfill your request for any reason, we will notify you within the requested timeframe.

If you reside in Colorado, Connecticut, or Virginia, you have the right, upon verified request, to:

- Confirm whether a data controller is processing your personal data and access such personal data;
- Correct inaccuracies in your personal data;
- Delete your personal data;
- Obtain a copy of the personal data you have previously provided to us in a portable and, if technically feasible, easy-to-use format, if the processing is carried out by automated means;
- Object to and opt-out of the processing of your personal data for (i) targeted advertising, (ii) the sale of personal data, or (iii) profiling for decisions that produce legal or similarly significant effects concerning the consumer.

To exercise these rights, you or your authorized agent may submit a request for confirmation, access, rectification, deletion, obtaining a copy, or opting out of the processing of your personal data for targeted advertising, by contacting us using the information provided in the “Contact Us” section.

If you use an authorized agent to submit your request, we may require proof of the written authorization you have provided us. We may also ask you to verify your identity and residency to obtain the information. For emails, please include “Privacy Rights” in the subject line. You must include your full name, email address.

and affirm that you reside in Colorado, Connecticut, or Virginia. We will process your request within 45 days or inform you if we need more time or cannot process it. If you make this request by phone, we may also ask you to submit it in writing so that we can verify your identity. If we cannot fulfill your request for any reason, we will notify you within the requested timeframe.

## **15. Your Privacy Rights Under Other State Laws in the U.S.**

Depending on the applicable laws in your state of residence, you may have the following rights regarding your Personal Information:

- Confirm whether a data controller is processing your personal data and access such personal data;
- Correct inaccuracies in your personal data;
- Delete your personal data;
- Obtain a copy of the personal data you have previously provided to us in a portable and, if technically feasible, easy-to-use format, if the processing is carried out by automated means;
- Object to and opt-out of the processing of your personal data for:
  - Targeted advertising

- Sale of personal data, or
- Profiling for decisions that produce legal or similarly significant effects concerning the consumer.
- We will not discriminate against you for exercising any of these rights, including by:
  - Denying you services;
  - Charging different prices or fees for goods or services, including by providing discounts or other benefits, or imposing penalties;
  - Providing you with a different level or quality of goods or services; and/or
  - Suggesting that you might receive a different price or fee for goods or services or a different level or quality of goods or services.

To exercise these rights, you can submit a request for confirmation, access, rectification, deletion, obtaining a copy, or opting out of the processing of your personal data for targeted advertising by contacting us using the information provided in the “Contact Us” section.

We may ask you to confirm your identity and residency to obtain the information, and you may only make this request up to two times a year. For emails, please include “Privacy Rights” in the subject line. You must include your full name, email address, and affirm that you are a resident. We will process your request within 45 days or inform you if we need more time or cannot process it. If you make this request by phone, we may also ask you to submit it in writing so that we can verify your identity. If we cannot fulfill your request for any reason, we will notify you within the requested timeframe.

## **16. Changes to This Privacy Policy**

We may modify this Privacy Policy at any time. We will publish all changes to this Policy on this page. We will indicate at the top of the page the effective date of the modified policy.

Therefore, we encourage you to continuously check this page to stay informed about our current Privacy Policy. If required by applicable law, we will notify you of changes.

By continuing to use the sites or services or by providing us with information after this Policy has been published, you agree to consider such changes and be bound by the modified Privacy Policy.

## **17. Contact Us**

If you have any questions or suggestions regarding this Privacy Policy, please contact us:

Perez Collazo Law Firm

Email: [webmaster@perezcollazolawfirm.com](mailto:webmaster@perezcollazolawfirm.com)

Phone: 682-323-5629

## **18. Text Messages**

By providing my phone number to Perez Collazo Law Firm, I acknowledge and agree that Perez Collazo Law Firm may send text messages to my mobile phone for any purpose. Message and data rates may apply. Message frequency may vary, and you can opt-out of receiving further messages by responding "STOP."

