



## **Bortz Entertainment Law Privacy Policy**

### **Privacy Policy for California Residents**

**Effective Date:** August 6, 2025 **Last Updated:** August 6, 2025

This Privacy Policy for California Residents supplements the information contained in any other privacy notice of Bortz Entertainment Law ("the Firm," "we," "us," or "our") and applies solely to all visitors, users, and others who reside in the State of California ("consumers" or "you"). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (CCPA) and the California Privacy Rights Act of 2020 (CPRA).

#### **1. Information We Collect**

We may collect "Personal Information," which is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

We have collected the following categories of personal information from consumers within the last twelve (12) months:

- **A. Identifiers:** Real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name, or other similar identifiers.
- **B. Personal information categories listed in the California Customer Records statute:** Name, signature, address, telephone number, employment, or financial information.
- **C. Protected classification characteristics under California or federal law:** Age, race, ancestry, national origin, marital status, gender, or other characteristics, typically only if relevant to legal services we provide.
- **D. Commercial information:** Records of services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

- **E. Internet or other similar network activity:** Browse history, search history, and information on a consumer's interaction with our website, application, or advertisement (e.g., via cookies).
- **F. Geolocation data:** Physical location or movements (e.g., as inferred from an IP address).
- **G. Professional or employment-related information:** Current or past job history or performance evaluations, particularly if you are a client or are seeking employment with the Firm.
- **H. Sensitive Personal Information:**
  - Personal information that reveals a consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.
  - The contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication.
  - We may also collect other sensitive personal information as necessary to provide legal services, which is protected by attorney-client privilege and/or the attorney work product doctrine.

We obtain the categories of personal information listed above from the following sources:

- **Directly from you:** For example, from forms you complete on our website or information you provide during the course of our attorney-client relationship.
- **Indirectly from you:** For example, from observing your interactions with our website through the use of cookies and other analytics tools.
- **Third parties:** For example, from opposing counsel, public records, or other parties involved in a legal matter.

## 2. Use of Personal Information

We may use or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason you provided the information.
- To provide you with information, products, or legal services that you request from us.

- To operate, maintain, and improve our website and user experience.
- To respond to your inquiries and provide support.
- For marketing and communication purposes, such as sending you legal updates or firm news, from which you may opt-out.
- To comply with our legal, ethical, and regulatory obligations.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.

### 3. Disclosure of Personal Information

We do not "sell" your personal information for monetary consideration. We may "share" your personal information (as defined by the CPRA) with third-party advertising partners for the purpose of cross-context behavioral advertising.

We may disclose your personal information to a third party for a business purpose, including to:

- **Service Providers:** Such as IT support, cloud hosting services, and other vendors who support our Firm's operations.
- **Other Parties:** Such as opposing counsel, co-counsel, courts, and expert witnesses as necessary for your legal matter.

### 4. Your Rights and Choices

The CCPA/CPRA provides California residents with specific rights regarding their personal information. This section describes your rights and explains how to exercise them.

- **Right to Know and Access:** You have the right to request that we disclose certain information about our collection and use of your personal information over the past 12 months.
- **Right to Delete:** You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions (such as completing a transaction, complying with a legal obligation, or for reasons protected by attorney-client privilege).
- **Right to Correct:** You have the right to request that we correct any inaccurate personal information that we maintain about you.
- **Right to Opt-Out of Sale or Sharing:** You have the right to direct us not to sell or share your personal information. You can exercise this right by clicking the link

below: **[DO NOT SELL OR SHARE MY PERSONAL INFORMATION]** *(Note: This should be a functional link on your website to a page or tool that manages this preference).*

- **Right to Limit Use of Sensitive Personal Information (SPI):** You have the right to direct us to limit our use of your SPI to that which is necessary to perform the services you have requested. Please note that much of the SPI we collect is essential for providing legal services and may be exempt from this right.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA/CPRA rights.

## **5. How to Exercise Your Rights**

To exercise the rights described above, please submit a verifiable consumer request to us by either:

- Emailing us at: [BLBortzentlaw@gmail.com](mailto:BLBortzentlaw@gmail.com)
- Calling us at: 410 – 627- 0608

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. We will need to verify your identity before processing your request.

## **6. Data Retention**

We retain your personal information for as long as is reasonably necessary to fulfill the purposes for which it was collected, to provide our legal services, or as required by our legal and ethical obligations, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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

We reserve the right to amend this privacy policy at our discretion and at any time. When we make changes to this privacy policy, we will post the updated notice on the website and update the "Last Updated" date.

## **8. Contact Information**

If you have any questions or comments about this policy, the ways in which Bortz Entertainment Law collects and uses your information, or your choices and rights regarding such use, please do not hesitate to contact us at: [BLBortzentlaw@gmail.com](mailto:BLBortzentlaw@gmail.com).