

Effective Date: August 30, 2020

This privacy policy ("Policy") lets you know what information Concord Advantage Legal PLLC (the "Firm") collects from visitors to its website, concordadvantagelegal.com (the "Site"), and from people who use the services offered on the Site ("Services"), including but not limited to presenting general legal information in blog posts, joining mailing lists, receiving communications, and commenting on blog posts.

Why the Firm Collects Information

The Firm uses information collected from you to provide you with a more personal and interactive experience on the Site and Services. That makes the Site and Services more useful to you and allows the Firm to tailor your experience on the Site to meet your particular interests and needs. It also helps the Firm keep the Site free, and bring you the latest in legal trends, intellectual property news, case analysis, and the variety of other content available through the Services. The Firm also collects information to allow the Firm to better understand what stories, information, and topics are of interest to you. That helps the Firm analyze trends, administer the Site, learn about how you navigate the Site, and better tailor the Services to your needs. For example, some of the information may be collected so that when you visit the Site or use the Services again, it will recognize you and that information could then be used to present you with information that matches your interests, such as relevant blog posts or news articles.

What Information the Firm Collects

To provide you with the best experience on the Site, the Firm collects certain information from you. For example, if you sign up for a mailing list, the Firm collects your full name and email address. The Firm also collects other information about you, such as what articles interest you, or how often you visit the Site. If you use the Services, the Firm collects information that you provide to The Firm. However, as a law firm, only if you become a client will your information be subject to attorney-client privilege. Information you submit to the Firm through the online quote form, request form, or payment form may not be subject to confidentiality. Please review the Terms of Use on the Site for further information.

Social Media

The Firm is (or will be) active with social media because it lets the Firm connect with you and share information. The Site and Services include (or may include) links that allow you to connect with and follow the Firm on Twitter, LinkedIn, Facebook, Instagram, AVVO, Justia, and other social network systems (collectively, "SNS"). Those sites may collect their own information about you and also provide the Firm with information about you. If the Firm receives information from an SNS, you may not be able to change this information through The Firm, and you must change that information directly through the SNS.

Anonymous Information

The Firm also collects information that doesn't reveal any personal information about you ("Anonymous Information"). Generally, this is aggregate data about visitors to the Site and users of the Services. Because that information does not reveal individual persons, The Firm reserves the right to use and disclose Anonymous Information.

Information Collected by Third Parties

The Firm may use third parties to serve ads on the Site, and those third parties may collect information about you such as your visits to the Site, visits to other websites, your IP address, your internet service provider, or the browser you use to visit the Site. That information may be used to deliver advertising they think matches your interests and to better understand your visits to the Site and use of the Services. Those third parties may also share that information with the Firm. This policy only applies to the Site and Services, and does not apply to any third parties. The Firm encourages you to check the privacy policies of advertisers and/or ad services to learn about how they collect information through the Site and Services. If you would like more information about this practice and to know your choices about not having this information used by these companies, please visit the Network Advertising Initiative (<https://www.networkadvertising.org/>).

How the Firm Collects Information

Technology changes rapidly, and the Firm may use a variety of ways to collect information. If you voluntarily submit information to the Firm (such as signing up for a mailing list, using the Services, submitting a client inquiry, or requesting a quote), the Firm collects that information. Other ways that The Firm may collect information include log files, cookies, and similar technologies.

Log Files

Like most websites, the Firm gathers some types of information automatically and stores it in log files. This information may include IP addresses, browser type, Internet service provider, referring or exit pages, operating system, date/time stamp, and clickstream data. Some of this information may be collected through a third party, such as Google Analytics.

Cookies

Also like many online services, The Firm uses cookies too. Cookies are small pieces of information that a website stores on your device while you are viewing the website. The Firm may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them).

If you decide at any time that you no longer wish to accept cookies from the Site or Service for any of the purposes described above, then you can change these settings in your browser to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Consult your browser's technical information. If you do not accept cookies, however, you may not be able to use all portions or functionality of the Site or Services.

How the Firm Uses and Discloses Information

As explained in the "Why" section, above, the Firm uses and discloses information to make the Site and Services appealing and specific to you, keep the content fresh, and the website Services free. The Firm therefore uses and discloses information collected to achieve those goals.

The Firm markets the Services to you that the firm believes may be of interest to you. For example, the Firm may suggest certain blog posts or legal services

based on the characteristics of users, or the Firm may allow advertisers to choose the characteristics of users who will see their advertisements and the Firm may use the attributes collected to select the appropriate audience for those advertisements.

The Firm may also use your information:

1. To communicate with you;
2. To improve the quality and content of the Site and the Services;
3. To administer and maintain the Site and the Services; or
4. By grouping your information together with others to create anonymous information.

The Firm may disclose your information:

1. To an affiliated law firm, other service providers, or other companies (collectively, "Affiliates"), in which case the Firm will require any Affiliate to honor this Privacy Policy;
2. In connection with or during negotiation of any merger, financing, acquisition or dissolution, transaction, or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of the Firm's business or assets. In the event of an insolvency, bankruptcy, or receivership, Personal Information may also be transferred as a business asset. If another law firm acquires the Firm, its business, or assets, that firm will possess the Personal Information collected by The Firm and will be subject to the same obligations regarding your Personal Information as described in this Privacy Policy, and will also have the same the rights as described in this Privacy Policy;
3. To comply with law, such as in response to any court order, subpoena, or other government request or legal process that compels the Firm to do so;
4. To enforce the Terms of Use;
5. To protect and defend the Firm's rights or property;
6. To protect and defend your or a third party's rights or property; or
7. If you disclose information on a public area of the Site, the Firm may re-disclose it in another public area of the Site, or provide it to a third party.

Portions of the Site and Services may enable you to post content to social media sites (SNS, defined above). If you choose to do this, the Firm will provide information to such SNSs in accordance with your decision. The Firm's privacy policy only covers the Site, and does not cover information you choose to send to SNSs.

Because the Firm does not have control over third parties, this Privacy Policy only covers the Site and Services, and does not apply to any third party.

Your Control Over Your Information

Your information is yours, and you can:

1. Determine how often you receive communications from the Firm by changing your settings on the Site and/or clicking the "Unsubscribe" link at the bottom of each email;
2. Request that the Firm delete any or all of your information, provided that you specifically identify the information that you want to delete; and/or
3. Request that the Firm change your information if it becomes outdated or is inaccurate.

The Firm tries to process any requested changes as soon as is possible, but it may take up to ninety (90) days to make requested changes.

However, any change to your preferences will not affect any prior use or disclosure of information. If you change your information, those changes will be subject to the latest privacy policy in place at the time of the change.

YOU ASSUME ALL RESPONSIBILITY FOR ANY LOSS OF PRIVACY OR OTHER HARM RESULTING FROM YOUR VOLUNTARY DISCLOSURE OF PERSONALLY IDENTIFYING INFORMATION ON THE SITE OR THROUGH USE OF THE SERVICES. For example, if you post a comment to the Site (e.g. the blog section), that information is publicly disclosed on the Site as a matter of course, and any personally identifying information that you choose to post may result in loss of privacy.

Children

Children under 13 years old are not eligible to use the Site or Services. The Firm does not collect or maintain information from people known to be under 13 years of age. If the Firm learns that a user is under 13 years of age, the Firm will take steps to remove that user's Personal Information from the Firm's databases and to prevent them from utilizing the Services.

Changes

The Firm may update this Policy at any time for any reason, and the new Policy will be posted with an updated date, above. If you would like a copy of an older privacy policy, the Firm will gladly provide one to you. Please request a privacy policy that was in effect for a particular date by email to abaker@concordadvantagelegal.com.