

PRIVACY POLICY

Last Updated: January 30, 2023

Please [click here](#) for a printable PDF version of this notice.

Introduction

Your privacy is important to us! This Privacy Policy describes how Lyons & Salky Law, LLP (“we” or “LSL”) collects, uses, processes, shares, and protects the data we collect when you interact with our website located at <https://www.lyonsandsalkylaw.com> (the “Site”) along with all of our emails we send, social media accounts, and online services (collectively, our “Services”).

Note: This Privacy Policy contains specific disclosures for residents of California.

This Privacy Policy explains the following:

- The types of information we collect
- How we use cookies and other related tracking technologies
- How we use and share your information
- How we protect and store your information
- Our marketing and other communications
- Protecting children’s privacy
- Rights of California residents
- Updates to this Privacy Policy
- Reviewing, Correcting, or Deleting Your Information
- Miscellaneous
- How to Contact Us

This Privacy Policy applies when you interact with us through the Services; it does not apply to websites, apps, destinations, or other offerings that we do not own or control, even if they are linked to from the Site. By using the Site or otherwise interacting with our Services, you agree to the terms of this

I. Information We Collect

Information You Provide to Us

Some of the Services may permit you to directly provide us with contact information, such as your full name, email address, mailing address, and phone number. This includes the following:

- Contact information and any other information you choose to include when you communicate with us, including via email, by subscribing to the LSL newsletters (“Newsletter”), or responding to any other materials we may offer.
- Biographical information when you inquire about or apply for a position with us.
- Payment information and associated contact information when you engage in a transaction with us.
- Information you provide in the course of our representation of you or your company.

Some of this information may be collected by external parties on our behalf. For example, we use a third-party payment processor when you engage in a transaction on our Site; LSL does not itself collect or store payment card information.

You may also choose to submit information about you via other methods, including: (i) interaction with us via social media, including any posts, pictures, videos and messages that you submit to us either via our social media sites (including by use of hashtags associated with us) or our Services; (ii) commenting on content posted on our Services; or (iii) in connection with an actual or potential attorney-client relationship with us. If you contact us, we may keep a record of that correspondence and any contact information provided.

It is your decision what kind of information you provide to us. In accordance with U.S. law, we enable you to opt out of receiving marketing, job application, and other discretionary communications as well as to update your contact information and preferences.

Information We Automatically Collect

When you interact with the Services, certain information about your use of our Services is automatically collected. This includes:

- Details of your visits to our Site and information generated while using our Site (including the timing, frequency, and pattern of service use) including, but not limited to, traffic data, location data, weblogs, and other communication data, the resources that you access, and how you reached our Site.
- Details regarding the device you use to interact with our Services, such as its location (city, state), operating system, browser type, and your internet service provider.
- Information about how you interact with our publications, including whether you open or click links in any correspondence.
- Information that you make available to us on a social media platform (such as by clicking on a social media icon linked from our Services), including your account ID or username and other information included in your posts.

Cookies and Related Tracking Technologies

Any or all activities with regard to collecting, monitoring, and analyzing usage information may be performed on our behalf by other companies. Much of this information is collected through cookies, web beacons, and other related tracking technologies, as well as through your web browser or device to track the efficiency and effectiveness of our communications and how our Sites is used. We rely on partners to provide certain features of our Services using data about your use of our Site.

The information generated by such cookies and tracking technologies is transmitted to and stored on servers in the United States. Cookies collect information on browser type, operating system type, network location (domain), IP (Internet Protocol) address, and other similar information, but do not otherwise collect personally identifiable information (such as name, e-mail address, mailing address, or telephone number).

Additionally, our Site's content management tool uses cookies for authenticating staff users, tracking internal sessions, and recording staff preferences. These cookies have no effect on or connection to website usage by you.

Most web browsers automatically accept cookies; but if you prefer, you can usually modify your browser setting to disable or reject cookies. Note that if you delete your cookies or if you set your browser to decline cookies, some features of our Site or Services may not function properly or be available.

Your browser or device may include “Do Not Track” functionality. If you have selected this feature, we will continue to use cookies and other tracking technologies to provide you the features of our Site (as applicable) but will block third parties from being able to collect data regarding your interactions with our Site via cookies.

II. How We Use and Share Your Information

We do not use or share the information we collect from you except as explicitly described in this Privacy Policy. We may use the information we collect from you for the following purposes:

- To respond to your inquiries or requests for information about our Services.
- To provide you with legal and other Services, including to take steps to enter into an attorney-client relationship, process payments, and send service communications (as applicable).
- To manage, operate, and improve the Services and grow our business, including understanding our customer base and the effectiveness of our marketing.
- To interact with you, including to send you client advisories and other materials if you consented to us doing so.
- To send you our Newsletter. Our Newsletter and other announcements may be sent through a third-party email service provider, which may use web beacons to track your interactions with our email messages. For example, whether the email is opened or clicked. We may have access to this tracking information.
- To understand how you use our Services, including by generating and analyzing statistics.
- To recruit and hire personnel.
- To comply with health, safety, and legal requirements; to detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal; to protect the rights of LSL, you, or others; and for any other lawful business purpose.

We may share, transfer, or disclose the information we collect from you with the following:

- Service Providers. We engage vendors to perform various services on our behalf, such as payment processing, billing, and collection; website, software,

or data hosting; and analytics services.

- **Analytics Partners.** Where you choose to interact with our Site, we partner with third-party cookie providers to count visits and traffic sources so we can measure and improve the performance of our Site. To learn more, please see “Cookies and other related tracking technologies” above, or visit the third parties’ respective privacy policies to better understand their data collection practices and controls they make available to you.
- **Social Media Platforms.** If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. If you interact with social media objects on our Services (for example, by clicking on the link to our LinkedIn page), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- **Sale or Bankruptcy.** We may transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Privacy Policy. You will be notified in the event LSL is sold, goes out of business, or enters bankruptcy.
- **Compliance and Harm Prevention.** To comply with applicable law; as provided for under contract; to protect the rights of LSL, you, or others; to respond to requests from law enforcement agencies or other government authorities or third-parties; or as we deem reasonably necessary to provide legal services.
- We may also analyze aggregated, de-identified data and share these analyses at our discretion, including with analytics providers to analyze the usefulness and popularity of various web pages on our Site.

III. How We Protect and Store Your Information

The security of the information we collect from you is extremely important to us. We use reasonable and appropriate measures to protect this information from loss, misuse, unauthorized access, disclosure, alteration, and destruction, taking into due account the risks involved in the processing undertaken and the nature of the information we collect.

We will keep the information we collect from you for as long as needed, or as

otherwise prescribed by law, for the purposes set out above. This period will vary depending on your interactions with us. We may also keep a record of correspondence with you for as long as necessary to protect us from a legal claim.

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf by third parties. We cannot guarantee that our databases or the databases of any such service providers with whom we share your information (as permitted hereunder) is 100% secure, and we cannot ensure or warrant the security of any information you provide to us via the Site. We do not accept liability for unintentional disclosure of your information. Therefore, you should take special care in deciding what information you share with us via the Site or in connection with the Services.

If you use our Services outside of the United States, you understand that we may collect, process, and store your information in the United States. The laws in the U.S. regarding personal information may differ from the laws of your jurisdiction

IV. Our Marketing and Other Communications

We may send you marketing communications about our Services or otherwise communicate with you for marketing purposes with your consent. If at any time you no longer wish to receive marketing communications from us, you can click the unsubscribe link at the bottom of any email or email us at: info@lyonsandsalkylaw.com.

We will take commercially reasonable steps to implement your unsubscribe requests promptly, but you may still receive promotional information from us by email for up to ten (10) days. But please note you may continue to receive certain communications from us that are necessary for the Services, such as invoices, technical notices, updates, security alerts, and support and administrative service bulletins (as applicable).

V. Protecting Children's Privacy

This Site is not directed to children under thirteen (13) years of age, we do not knowingly collect information online from children under 13, and no information provided on the Site is used to behaviorally target children under 13. If you are younger than 13, please do not provide any Information while using this Site. In

accordance with the Children’s Online Privacy Protection Act of 1998 (“COPPA”), all parents and legal guardians have the right to review and have any of their child’s information deleted from our records. If you have reason to believe that a child under the age of 13 has provided information to us, please email us at: info@lyonsandsalkylaw.com, and we will take steps to delete such information from our files as soon as possible.

VI. Your California Privacy Rights

California Consumer Privacy Act

If you are a California Consumer, you have certain rights with respect to the collection, use, transfer, and processing of your “Personal Information”, as defined by the California Consumer Privacy Act (the “CCPA”). We reserve the right to limit these rights where permitted under applicable law, including where your identity cannot be reasonably verified or to the extent your rights adversely affect the rights and freedoms of others. To exercise any of the rights below, please contact us via the contact information below. 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.

Collection of Personal Information

When California Consumers access the Site, we collect the following information:

Categories of consumer’s information collected	Examples of personal information	Business or commercial purposes for which the information was collected	Categories of sources from which that information was collected	Categories of third parties with whom the business shares personal information
Identifiers	<ul style="list-style-type: none"> • Name • Address • Email Address • Telephone Number 	<ul style="list-style-type: none"> • To provide you with legal services. • To market our services to you. • To fulfill any regulatory or 	We collect identifiers directly from you.	Courts, attorneys, and service providers.

		<p>legal obligations that may arise from representing you.</p> <ul style="list-style-type: none"> • To process payments. • To register you for our Newsletters. • If you choose to contact us. • If you register for one of our events. 		
Financial Information	Credit Card Number	<ul style="list-style-type: none"> • To process payments. 	We collect financial information directly from you.	Payment processors.
Internet or Electronic Network Activity Information	<ul style="list-style-type: none"> • Browsing history • Search history • Information regarding your interaction with websites, • Internet Protocol address • Device ID • Cookies • Unique Personal Identifier • Online Identifier 	<ul style="list-style-type: none"> • To operate, understand, optimize, develop, or improve our Site, and Services; • To detect security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity; • To debug, to identify and repair errors that impair existing intended functionality; and 	We collect your internet or other electronic network activity information from your interactions with our Site.	Analytics providers, service providers, and vendors.

	<ul style="list-style-type: none"> • Beacons • Pixel Tags • Mobile Ad Identifiers 	<ul style="list-style-type: none"> • To investigate and prevent activities that may violate our policies 	
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Individual Rights

Right to Know About Personal Information Collected, Disclosed, or Sold

You have the right to request that we disclose the Personal Information we collect, use, and disclose about you to third parties. There are two types of Right to Know requests you can make:

1. Right to Know (Abbreviated Request): If you make a Right to Know (Abbreviated Request), you will receive the following information about you:

- (a) Category of personal information collected,
- (b) Categories of sources from which that information was collected,
- (c) The business or commercial purpose(s) for which the information was collected,
- (d) The categories of third parties to whom we sold or disclosed the category of personal information for a business purpose, and
- (e) The business or commercial purpose for which we sold or disclosed the category of personal information.

2. Right to Know (Specific Pieces of Information Request): If you make a Right to Know (Specific Pieces of Information Request), you will receive the following information about you:

- (a) Specific pieces of Personal Information collected about you.

We do not sell any Personal Information of California consumers or minors.

This information will be provided to you free of charge, unless we determine that your request is manifestly unfounded or excessive. You may request this information twice in a 12-month period.

Right of Deletion

You have the right to request that LSL and our service providers delete any Personal Information about yourself that we have collected from you upon

receipt of a verifiable request. This right is subject to exceptions.

Submitting Requests

You may also submit a request via webform available through email at: info@lyonsandsalkylaw.com or by calling us at 1-212-548-4535.

Verifying Requests

We provide California Consumers with the ability to submit requests through our telephone number and email address. We must verify that the person requesting information or deletion is the California Consumer about whom the request relates in order to process the request. To verify a California Consumer's identity, we may request up to up to three pieces of Personal Information about you when you make a request to compare against our records. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity. Making a verifiable consumer request does not require you to create an account with us. We will only use Personal Information provided in your request to verify your identity and will delete any information you provide after processing the request. We reserve the right to take additional steps as necessary to verify the identity of California Consumers where we have reason to believe a request is fraudulent.

Authorized Agent

You may choose a person registered with the California Secretary of State that you authorize to act on your behalf to submit your requests ("Authorized Agent"). If you choose to use an Authorized Agent, we require that you provide the Authorized Agent with written permission to allow them to submit your request and that you verify your identity directly with us. Failure to do so may result in LSL denying your request.

Right to Equal Service

We will not discriminate against you for exercising any of your CCPA rights. We will not (a) deny you Services; (b) charge you different prices or rates for Services, including through granting discounts or other benefits, or imposing penalties; (c) provide you a different level or quality of Services; or (d) suggest that you may receive a different price or rate for Services or a different level or quality of Services.

California Consumer Rights

In accordance with California Civil Code Sec. 1789.3, California resident users are entitled to know that they may file grievances and complaints with

California Department of Consumer Affairs.

VII. Updates to this Privacy Policy

We may in our sole discretion change the contents of our Privacy Policy from time to time; provided, that we will notify you of such changes by any reasonable means, including by posting a revised Privacy Policy through the Site. We will also provide notice to you in other ways in our discretion, such as through contact information you have provided. Any such changes will not apply to any dispute between you and us arising prior to the date on which we posted the revised Privacy Policy incorporating such changes, or otherwise notified you of such changes. Your use of the Site following any changes to the Privacy Policy will constitute your acceptance of such changes.

IF YOU DO NOT AGREE TO ANY OF THE CHANGES, YOU MUST IMMEDIATELY DISCONTINUE YOUR USE OF THE SITE AND OUR SERVICES.

The “Last updated” legend above indicates when the Privacy Policy has last been changed.

VIII. Reviewing, Correcting, or Deleting Your Information

If you would like to know if we have any of your information, or would like to review, correct, or delete any such information we have collected from you, please email us at: info@lyonsandsalkylaw.com. Please note that in order to protect your privacy and security we will take info@lyonsandsalkylaw.com reasonable steps to help verify your identity before granting any access for purposes of review, making corrections, or deletions.

IX. Miscellaneous

If any part of this Privacy Policy shall be deemed invalid, void, or unenforceable, that condition shall be deemed severable and shall not affect the validity and enforceability of any other provision hereof or any term of the remaining portion of the Privacy Policy. The headings contained herein are for purposes of convenience only and shall not control or affect the meaning or construction hereof. You agree that, in providing you with access to and use of the Site, we have relied on your acceptance of this Privacy Policy.

X. How to Contact Us

If you have questions or comments regarding this Privacy Policy, or would like to opt out of receiving any communication from us, please contact at: info@lyonsandsalkylaw.com or Lyons & Salky Law, LLP, 1216 Broadway, Suite 414, New York, NY 10001.