

By the Book Attorney Service Privacy Policy

This Privacy Policy details certain policies implemented throughout By the Book Attorney Service, Inc. (“By the Book Attorney Service”) governing By the Book Attorney Service’s collection and use of personally identifiable information about users of our By the Book Attorney Service Portal and users of By the Book Attorney Service’s website at the URL www.bythebookattorneyservice.com (“Site”) Collectively, the Site and the By the Book Attorney Service Portal are referred to as the “Services”. Capitalized terms used in this Privacy Policy but not defined in this Privacy Policy have the meanings given to them in the By the Book Attorney Service’s Terms of Use (the “Terms”).

Changes to this Privacy Policy

By the Book Attorney Service reserves the right to update or modify this Privacy Policy at any time. The revised Privacy Policy will be posted on the Site. All updates and modifications to the Privacy Policy will be effective from the day they are posted online (except as stated below). If we make any material changes to Privacy Policy, we will provide you reasonable prior notice of these changes by posting a notice of the changes on the Site and/or sending a notice to the email address we have on file for you. It is your responsibility to regularly visit and review the Privacy Policy. If you do not agree to any updates or modifications to the Privacy Policy, simply do not use or access the Service (or any part thereof). Your continued use of the Services after the applicable effective date of the revised Privacy Policy signifies to us that you acknowledge and agree to be bound by the revised Privacy Policy.

Information Collection

Account Information

In order to register for an account for use of the Services, we require you to submit your personally identifiable information to us, which may include, your first name, last name, password, email address, phone number, business address, username, your Bar number or ID, and password.

Transaction Information

In conjunction with your use of the Services, we will collect information about your transactions (including your eFiling transactions and related legal support services), which may include, without limitation, the name of your law firm or company, documents and other content, data, information (including, personal information), any photos, videos and other content you upload to the Services, and related public documents, materials and information that you submit in connection with such transactions.

Payment Transaction Information

When you make any payments through the Services, our third-party PCI-compliant payment processors may collect certain payment information such as your credit card, bank account information. Payment transaction information is processed and stored by our third-party PCI-compliant payment processors, on our behalf in order to collect fees payable by you in connection with your use of the Services. The information provided to By the Book Attorney Service only includes partial payment or credit card information related to each transaction.

Usage Information

We collect certain information about interactions with the Services, including information about the device used to interact with and/or access the Services, IP address, access dates and times, information about the approximate location of the person accessing the Services (as determined through the IP address), device IDs, and UDIDs, device event information, crash data, and log data when accessing and using the Services

Information from Third Party Services

If you use, enable, and/or connect with, any third party products, applications, and/or services, that may be made available for use with and/or integrated into the Services (collectively, “Third Party Services”), we may collect and/or receive data and information arising from the integration and/or directly from the providers of such Third Party Services relating to the use of the Services and such Third Party Services.

Other Information

If you contact us, we will collect any personally identifiable information that you include in your communications to us.

If you provide personal information to us about someone else, you must ensure that you are entitled to disclose that information to us and that, without us taking any further steps required by data protection laws, we may collect, use and disclose such information for the purposes described in this Privacy Policy.

Information Use

Depending on how you use the Services, we use your personal information in the following instances:

- To host and provide the Site;
- To perform and provide the Services to you;
- To enable Third Party Services;
- To personalize the Services, such as remembering certain information so that you will not have to re-enter it during your visit or the next time you visit and/or use the Services;
- To maintain, enable, upgrade, update, improve, and/or enhance the Services, and develop new features, functionality, and/or other products and services;
- To conduct analytics related to the Services, such as to understand how they are being used and where improvements may be needed;
- Deliver direct marketing communications regarding products and services of ours and/or third parties that we think may be of interest;
- Respond to queries and requests, or otherwise communicate directly with our customers and users;
- Detect any fraudulent or illegal activity against us, our customers and users, and/or our service providers;
- For our business transfers;
- To keep our customers and users updated about changes to policies related to the Services (including this Privacy Policy);

- To comply with a legal or regulatory obligation (for example, keeping records of our sales for tax compliance); and
- To provide information to regulatory bodies when legally required, and only as outlined in Legal Obligations and Security under Section titled “Disclosures” below.

Anonymized Data

In some instances, we may choose to anonymize your personal data instead of deleting it, for statistical use, for instance. When we choose to anonymize, we make sure that there is no way that the personal data can be linked back to you or any specific user. We share aggregated, automatically-collected or otherwise non-personal information with third parties for various purposes, including (i) compliance with reporting obligations; (ii) for business or marketing purposes; (iii) to assist us and other parties in understanding our users’ interests, habits and usage patterns for certain programs, content, services, advertisements, promotions and/or functionality available through the Services. We do not share personal information about you in this case.

Cookies and Online Tracking

We use persistent cookies. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser’s “help” file. You can read more about cookies at www.allaboutcookies.org.

We may set a persistent cookie to store your login data. Persistent cookies enable us to enhance the experience on our Site and Services so you can login without re-entering your account information. If you reject cookies, you may still use our Site and Services, but your ability to use some areas of our Site and/or Services may be limited.

By the Book Attorney Service may track users over time and over multiple websites if a user registers for our Services. By the Book Attorney Service does not respond to browser “do not track” signals.

Third party providers of external services like web traffic analysis services, such as Google Analytics, may track users over time and over our Site, Services and third party websites and such third parties may also place cookies, via our Site and Services. You can read more about privacy and cookies set by Google Analytics at <https://www.google.com/policies/privacy/>.

Marketing Communications

If you are a registered customer and have not otherwise opted out (or with your consent where required by applicable law), or if you have opted in to receive direct marketing emails from us, we may use your personal information to send you marketing information about the By the Book Attorney Service business, our Services, new product releases, new feature releases of the Services, and/or other products and services, that we think may interest you. We carry out direct marketing by email.

You may manage the receipt of marketing and non-transactional communications sent by email by clicking on the “unsubscribe” link located on the bottom of any of our marketing e-mails. To opt-

out of marketing communications sent by physical mail, please contact us via email at info@bythebookattorneyservice.com with your request. We will use commercially reasonable efforts to process such requests in a timely manner. Note that you cannot opt out of receiving transactional e-mails or communications related to the Services (e.g., requests for support), which, for clarification, are not marketing communications.

Advertising & Remarketing

We use Google AdWords Remarketing to advertise By the Book Attorney Service across the Internet, in particular on the Google Display Network. AdWords remarketing will display ads to you based on what parts of the By the Book Attorney Service website you have viewed by placing a cookie on your web browser. THIS COOKIE DOES NOT IN ANYWAY IDENTIFY YOU OR GIVE ACCESS TO YOUR COMPUTER OR MOBILE DEVICE. The cookie is used to indicate to other websites that “This person visited a particular page, so show them ads relating to that page.” Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.

If you do not wish to see ads from By the Book Attorney Service you can opt out in several ways:

1. Opt out of Google’s use of cookies by visiting Google’s Ads Settings. <https://adssettings.google.com/u/0/authenticated>
2. Opt out of a third-party vendor’s use of cookies by visiting the Network Advertising Initiative opt-out page. <https://optout.networkadvertising.org/#/>

Facebook Custom Audience (operated by Meta, Inc.). We may participate in and/or utilize the Facebook Custom Audience program which enables us to display personalized ads to persons on our email lists when they visit Facebook.com and/or other websites or services operated by Meta, Inc. We provide your email address to Facebook to enable Facebook to determine if you are a registered account holder with Facebook. You may opt-out of participation in our Facebook Custom Audience by sending an email, from the email address you are opting out of, to the email address provided in our contact information. For your opt-out to be effective, you must: (i) place the following text in the subject line of the email – “Opting Out of Facebook Custom Audience Ads”, and (ii) in the body of the email, include your name and email address. We will forward your name and email address to Facebook.com with a request to delete you from all of our Facebook Custom Audience Ads.

We may participate in additional retargeting and behavioral advertising services that will be similar to the services described above.

Children’s Privacy

By the Book Attorney Service recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children’s online activities and interests. The Site and Services are not directed to children under the age of 16. By the Book Attorney Service does not target its Services to children under 16. By the Book Attorney Service does not knowingly collect personally identifiable information from children under the age of 16. If we learn that a

child under the age of 16 provided us with personally identifiable information, we will delete that information. If your child has provided personally identifiable information, please contact us so we can delete it. If you are under the age of 16, please do not provide us with any personally identifiable information.

Sensitive Information

By the Book Attorney Service does not require you to provide any sensitive data about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, health and genetics, or biometric data to use the Services.

Disclosure

Service Providers

We share personal information with third party service providers, vendors or agencies that provide services to us that help us in the operation, provision, administration and management of the Services, and to otherwise operate our business. Depending on how you use the Services, the following categories of third parties collect data on our behalf or receive personal information:

- Hosting providers,
- Analytics providers,
- Payment processing providers;
- Providers of business operations and communication tools,
- Other third-party service providers that help us provide features and functions for the Services (e.g., customer support providers), and
- Professional service providers, such as auditors, lawyers, consultants, accountants and insurers.

For a list of all third party service providers, vendors or agencies we use, please contact us via email at info@bythebookattorneyservice.com

Third Party Services

If you use, enable, and/or connect with any Third party Services in connection with the use of the Services, certain data and information may be exchanged between us and the provider of the applicable Third Party Services. Note that Third Party Services are not our services providers, vendors or agencies as described above, and we do not control their use of your information. The applicable providers of the Third Party Services control the data and information (including, but not limited to, personally identifiable information) transmitted through or in connection with the use of the Third Party Services, and they may use your personal information differently than we do. Please review the privacy notices of any Third Party Services you decide to enable and/ or use in connection with the use of the Services.

Advertising & Remarketing

As described in the “Advertising & Remarketing” Section above, we provide your email address to Facebook to enable Facebook to determine if you are a registered account holder with Facebook for our remarketing purposes.

Legal Obligations and Security

We will disclose your personally identifiable information if we reasonably believe we are required to do so by law, regulation or other government authority or to assist in any governmental or law enforcement investigation, to protect our or our users' rights or to enforce the Terms.

Affiliated Entities

Personal information that we collect about you may be shared with the employees, contractors, and agents of By the Book Attorney Service and our affiliated and subsidiary entities ("Affiliates") who are involved in providing or improving the Services that we offer to you. We obligate the employees, contractors and agents of By the Book Attorney Service and our Affiliates to ensure the security and confidentiality of your personal information and to act on that personal information only in a manner consistent with this Privacy Policy.

Business Transfers

We will not sell your personally identifiable information to any company or organization except we may transfer your personally identifiable information in conjunction with a transaction such as a financing or to a successor entity upon a merger, consolidation or other corporate reorganization in which By the Book Attorney Service participates or to a purchaser of all or substantially all of By the Book Attorney Service's assets to which the Services relate or in the event of a bankruptcy or related or similar proceedings.

Security and Retention

We employ industry standard procedural and technological measures that are reasonably designed to help protect your personally identifiable information from loss, unauthorized access, disclosure, alteration or destruction. By the Book Attorney Service may use, without limitation, secure socket layer, firewalls, password protection and other security measures to help prevent unauthorized access to your personally identifiable information.

Personal information is processed for the period necessary to fulfill the purposes for which it is collected, to comply with legal and regulatory obligations and for the duration of any period necessary to establish, exercise or defend any legal rights. In order to determine the most appropriate retention periods for your personal information, we consider the amount, nature and sensitivity of your information, the reasons for which we collect and process your personal information, and applicable legal requirements. In some instances, we may choose to anonymize personal information instead of deleting it. When we choose to anonymize, we make sure that there is no way that the personal information can be linked back to any specific individual.

Notice to Users Outside of the United States

Our computer systems and third party hosting provider systems are currently based in the United States and may be located in other countries, so your personal data will be processed by us in the U.S. and other countries where data protection and privacy regulations may not offer the same level of protection as in other parts of the world, such as the European Union. If you use any of the Site and/or Services as a visitor from outside the United States, by using the Site and/or Services you agree to this Privacy Policy and you consent to the transfer of all such information to the United States, which may not offer an equivalent level of protection of that required in the

European Union or certain other countries, and to the processing of that information as described in this Privacy Policy.

Updating and Deleting Personally Identifiable Information

By the Book Attorney Service provides you with the ability to review, update and/or delete certain contact information that you provide to us by accessing your account. Your right to access your personally identifiable information may be restricted in exceptional circumstances, including, but not limited to, when the burden or expense of providing this access would be disproportionate to the risks to your privacy in the case in question, or when the rights of persons other than you would be violated by the provision of such access. If we determine that your access should be restricted in a particular instance, we will provide you with an explanation of our determination and respond to any inquiries you may have.

Questions

If you have any questions regarding this Privacy Policy please contact us via email at info@bythebookattorneyservice.com.