#### **ONLINE PRIVACY NOTICE**

#### Section 1. Introduction.

(a) <u>Web Site Owner</u>. The South Texas Business Lawyers, PLLC ("*Company*") is the owner of thesouthtexasbusinesslawyers.com ("*Web Site*"). Company can be contacted by mail at 18911 Hardy Oak Blvd, Ste. 102, San Antonio, TX 78258 ("*Company Address*"), by phone at (210) 900-4501, or by e-mail at <u>admin@thesouthtexasbusinesslawyers.com</u>. This online privacy notice discloses Company information practices for this Web Site, including what type of personal identifiable information is requested in order to make a purchase, how the information is used, and with whom the information is shared. Note that other Company Web Sites may be governed by privacy notices containing different information practices applicable to those sites.

(b) <u>Web Site Visits</u>. In general, you can visit on the Web Site without disclosing any personal information. Company does keep track of the domains from which people visit us.

(c) <u>Web Site Transactions</u>. At times, Company will need personal information regarding a customer or a prospect. For example to process an order or provide a subscription, Company may need to know a customer's name, mailing address, e-mail address and credit card details. It is Company's intent to inform you before Company collects personal information, such as user's name and/or address on the Internet. If you tell us that you do not wish to have this information used as a basis for further contact with you, Company will respect your wishes.

#### Section 2. <u>Personal Information That May Be Collected.</u>

(a) <u>Identifying Information</u>. In order to make a purchase or to access designated subscriber services and /or restricted areas within the Web Site, Company will request a user to provide certain personal identifying information, which may include: legal name, postal address, e-mail address, screen name, password, telephone number, facsimile number, method of payment, and, if applicable, credit card number. Company may request additional information necessary to establish and maintain customer's account.

(b) <u>Service Quality Monitoring</u>. Some Web Site transactions may require a customer to telephone Company, or Company to call the customer. Company will not contact you by telephone without your prior consent, except to confirm an order placed online and/or to inform a customer of the status of such order. Customer should be aware that it is Company's practice to monitor, and in some cases record such calls for staff training or quality assurance purposes.

(c) <u>Information from Children</u>. Company does not sell products or services for purchase by children, and will not collect or post information from a child under the age of eighteen (18).

(d) <u>Lost or Stolen Information</u>. If a customer's information is lost or stolen, the customer should promptly notify Company in order to enable Company to cancel the lost or stolen information and to update its records.

(e) <u>Chat Rooms, Forums and Bulletin Boards</u>. If customer participates in a Web Site chat room, discussion forum, or posts messages to an Company bulletin board, customer should be aware that the information disclosed and shared will be broadly available to other persons, both inside of and/or outside Company, who have access to that chat room, forum or bulletin

board. Some individual Company chat rooms, forums or bulletin boards have additional rules and conditions regarding participation. Also, participant's expressed opinion is his or her own and should not be considered as reflecting the opinion of Company.

(f) <u>Links to Other Websites</u>. Any Company website may contain links to other websites. Company is not responsible for the privacy practices or the content of those other websites.

### Section 3. <u>Uses Made of the Information</u>.

(a) <u>Limited Uses Identified</u>. Without customer's prior consent, Company will not use your personal identifiable information for any purpose other than that for which it is submitted. Company uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. Company also processes billing and business requests related to Web Site participation.

(b) <u>Marketing Uses</u>. Unless customer opts out by notifying the Company in writing, Company reserves the right to provide customer with information about Company's Web Site, Company products and services, and related information in which customer may have interest.

(c) <u>Stored Information Uses</u>. Company stores the information provided by customer on the Web Site. This information is used to compile a customer's purchase history in order to enable the Company to recommend products, services, or special offers that would be of interest to a customer. Stored information is used by Company to support customer interaction with the Web Site; to deliver customer purchases; and/or to contact customer again about other Company services and products.

(d) <u>Online Advertising</u>. Some third parties that help Company deliver interactive online advertising, such as banner ads, may collect and use information about Company's customers to help Company better understand the types of advertising or promotions that are most appealing to Company's customers. After it is collected the information is aggregated so it is not identifiable to a specific individual. If, however, a customer would prefer that these companies not collect such information, please notify the Company in writing.

# Section 4. <u>Disclosure of the Information</u>.

(a) <u>Within Corporate Organization</u>. Company is a multinational organization, with legal entities, business processes, management structures, and technical systems that cross borders. Company may share your personal information within the Company corporate organization, and may transfer the information to countries in the world where Company conducts business. Some countries may provide less legal protection for customer personal information.

(b) <u>Mergers and Acquisitions</u>. Circumstances may arise where for business reasons, Company decides to sell, buy, merge or otherwise reorganize its businesses in the United States or some other country. Such a transaction may involve the disclosure of personal identifying information to prospective or actual purchasers, and/or receiving such information from sellers. It is Company's practice to seek appropriate protection for information in these types of transactions. (c) <u>Agents</u>. Company employs or engages other companies and individuals to perform business functions on behalf of Company. These persons are provided with personal identifying information required to perform their functions but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to, fulfilling orders, delivering packages, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments and providing customer services.

(d) <u>Affiliated Businesses</u>. Company works closely with affiliated businesses operating website stores, providing services or selling products on each other's websites. These businesses identify themselves to customers. Customer information related to a transaction with an affiliated business is shared with that affiliated business.

(e) <u>Marketing Analysis by Third Parties</u>. Company reserves the right to disclose to third parties any personal information about customers for marketing analysis; however, any information disclosed will be in the form of aggregate data that does not describe or identify an individual customer.

(f) <u>Disclosure to Governmental Authorities</u>. Under certain circumstances, personal information may be subject to disclosure pursuant to judicial or other government subpoenas, warrants or orders.

### Section 5. <u>Use of Computer Tracking Technologies</u>.

(a) <u>No Tracking of Personal Information</u>. Company's website(s) are not set up to track, collect or distribute personal information not entered by visitors. Through Web Site access logs Company does collect clickstream data and HTTP protocol elements, which generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff for research and development, user analysis and business decision making, all of which provides better services to the public. The statistics garnered, which contain no personal information and cannot be used to gather such information, may also be provided to third parties.

(b) <u>Use of Cookies</u>. Company, or its third party vendors, collects non-identifiable and personal information through the use of various technologies, including "cookies". A cookie is an alphanumeric identifier that a website can transfer to customer's hard drive through customer's browser. The cookie is then stored on customer's computer as an anonymous tag that identifies the customer's computer, but not the customer. Cookies may be sent by Company or its third party vendors. Customer can set its browser to notify customer before a cookie is received, giving an opportunity to decide whether to accept the cookie. Customer may also set its browser to turn off cookies; however, some websites may not then work properly.

(c) <u>Use of Web Beacon Technologies</u>. Company may also use web beacon or other technologies to better tailor its Web Site to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Web Site, a non-identifiable notice of that visit is generated which may be processed by Company or by its suppliers. web beacons usually work in conjunction with cookies. If customer does not want cookie information to be associated with customer's visits to these pages, customer can set its browser to turn off cookies; however, web beacon and other technologies will still detect visits to these pages, but the notices they

generate cannot be associated with other non-identifiable cookie information and are disregarded.

(d) <u>Collection of Non-Identifiable Information</u>. Company may collect nonidentifiable information from user visits to the Company Web Site in order to provide better customer service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on Company Web Site; Web Site and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." Company or its contractors may use this data to analyze trends and statistics.

(e) <u>Collection of Personal Information</u>. Company collects personal identifying information from customer during a transaction. Company may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used and analyzed only at an aggregate level (not at an individual level) to help Company understand trends and patterns. This information is not reviewed at an individual level.

### Section 6. <u>Information Security</u>.

(a) <u>Commitment to Online Security</u>. Company employs physical, electronic and managerial procedures to safeguard the security and integrity of personal information. Billing and payment data is encrypted whenever transmitted or received online. Personal information is accessible only by staff designated to handle online requests or complaints.

(b) <u>No Liability for Acts of Third Parties</u>. Company will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, Company shall not be liable for unauthorized disclosure of personal information due to no fault of Company including, but not limited to, errors in transmission and unauthorized acts of Company staff and/or third parties.

#### Section 7. <u>Privacy Policy Changes and Opt-Out Rights</u>.

(a) <u>Changes to Privacy Policy</u>. This privacy notice was last updated on January 1<sup>st</sup> 2023. Company reserves the right to change or update its privacy policy statement at any time. A notice of such change or notice of any material change will be posted on the Company Web Site for ten (10) days prior to the implementation of such change.

(b) <u>Opt-Out Right</u>. Customer and/or prospective customer has the right at any time to cease permitting personal information to be collected, used or disclosed by Company and/or by any third parties with whom Company has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting Company via e-mail, telephone or certified postal mail. After processing the cancellation, Company will delete customer or prospective customer's personal information from its data base.

# Section 8. <u>Access Rights to Data</u>.

(a) <u>Information Maintained by Company</u>. Upon customer's request, Company will provide a reasonable description of customer's personally identifiable information that Company

maintains in its data bank. Company can be contacted by e-mail, telephone, or certified postal mail.

(b) <u>Corrections and Changes to Personal Information</u>. Help Company to keep customer personal information accurate. If customer's personal information changes, or if customer notes an error upon review of customer information that Company has on file, please promptly e-mail Company and provide the new or correct information.

(c) <u>Your California Privacy Rights</u>. Beginning on January 1, 2005, California Civil Code Section 1798.83 permits customers of Company who are California residents to request certain information regarding Company's disclosure of personal information for their direct marketing purposes. To make such a request, please write to Company Address. Within 30 days of receiving such a request, Company will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. Company reserves its right not to respond to requests submitted other than to the address specified in this paragraph. California's privacy laws require a company to provide notice to California users of their rights to receive information on to which entities their information was shared for marketing purposes.

# Section 9. <u>Accountability</u>.

(a) <u>Questions, Problems and Complaints</u>. If you have a question about this policy statement, or a complaint about Company compliance with this privacy policy, you may contact Company by e-mail. If Company is unable to resolve your complaint to your reasonable satisfaction or if customer does not receive acknowledgment of an inquiry, customer may elect to proceed by contacting Company at Company Address.

(b) <u>Terms of Use</u>. If customer chooses to enter into a purchase order or to subscribe to Company's services, customer's action is hereby deemed acceptance of Company practices described in this policy statement. Any dispute over privacy between customer and Company is subject to the provisions of this notice and to Company's Terms of Use Agreement which is hereby incorporated herein and which can be read www.thesouthtexasbusinesslawyers.com/legal.

# [END OF ONLINE PRIVACY NOTICE]