

## **PRIVACY POLICY – LAW OFFICES OF CAROL BERTSCH, PC**

1. **Introduction.** The Law Offices of Carol Bertsch, PC (<https://assistingseniors.com/>) (our “**Website**”) appreciates your business and trust.

Last update: 10/17/23

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by the Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or through the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this Privacy Policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

2. **Children Under the Age of 13.** Our Website is not intended for children under 13 years of age. No one under the age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this website or through any of its features, register on the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to us, including your name, address, telephone number, email address or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at: [staff@assistingseniors.com](mailto:staff@assistingseniors.com) or at 210-892-4555.

### 3. **Data Collected.**

a. **Information We Collect About You.** We collect several types of information from and about users of our Website, including information:

- i. By which you may be personally identified, such as name, postal address, email address, telephone number, or any other identifier by which you may be contacted online or offline (“**personal information**”);

- ii. That is about you but individually does not identify you; and/or
- iii. About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- i. Directly from you when you provide it to us. The information we collect on or through our Website may include:

- A. Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our services, posting material, or requesting further services. We may also ask you for information when you report a problem with our Website.

- B. Records and copies of your correspondence (including email addresses), if you contact us.

- C. Your search queries on the Website.

- D. You may also provide information to be published or displayed (hereafter, “**posted**”) on public areas of the Website or transmitted to other users of the Website or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may not choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

- ii. Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies. As you navigate and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- A. Details of your visit to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.

- B. Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we

collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

b. **How We Use Your Data.** We use information that we collect about you or that you provide to us, including any personal information:

- i. To present our Website and its content to you.
- ii. To provide you with information or services that you request from us.
- iii. To carry out our obligations and enforce our right arising from any contract entered into between you and us, including for billing and collection.
- iv. To notify you about changes to our Website or any services we offer or provide through it.
- v. In any other way we may describe when you provide the information.
- vi. For any other purpose with your consent.

c. **Data Storage Location.** We do not store any visitor information on our servers.

d. **Comments.** When you leave comments on the website, we collect data shown in the comments form, the IP address, and browser agent string to help spam detection.

e. **Contact Form.** Information submitted through the contact form on our website is sent to our company email.

These submissions are only kept for customer service purposes and are never used for marketing purposes or shared with third parties.

f. **Google Analytics.** We use Google Analytics on our site for anonymous reporting of site usage. So, no personalized data is stored. If you would like to opt-out of

Google Analytics monitoring your behavior on our website, please use this link: <https://tools.google.com/dlpage/gaoptout/>.

g. **Cases for Using the Personal Data.** We will use your personal information in the following cases:

- i. Verification/identification of the user during website usage in order to contact him or her for use of our legal services;
- ii. Sending updates to our users with important information to inform about news/changes;
- iii. Customizing the website to make your experience more personal and engaging; and
- iv. Guarantee overall performance and administrative functions run smoothly.

2. **Embedded Content.** Pages on this site may include embedded content, like YouTube videos, for example. Embedded content from other websites behaves in the exact same way as if you visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged-in to that website. Below you can find a list of the services we use.

a. **Facebook and LinkedIn.** We include links to our social media profiles for Facebook and LinkedIn on our website. Facebook and LinkedIn have their own cookie and privacy policies over which we have no control. There is no installation of cookies from Facebook and LinkedIn and your IP is not sent to a Facebook or LinkedIn server until you consent to it.

b. **YouTube.** We use YouTube videos embedded on our site. YouTube has its own cookie and privacy policies over which we have no control. There is no installation of cookies from YouTube and your IP is not sent to a YouTube server unless you consent to it. See their privacy policy here: <https://policies.google.com/privacy?hl=en>.

c. **Consent Choice.** We provide you with the choice to accept this or not, we prompt consent boxes for all embedded content, and no data is transferred before you consent to such transmission.

3. **Cookies.** This site uses cookies – small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymized tracking data to third party applications like Google Analytics. Cookies generally exist to make your browsing experience better.

However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the help section of your browser.

4. **Who Has Access To Your Data.** If you are not a registered client for our site, there is no personal information we can retain or view regarding yourself.

If you submit a contact form with any personal identifiable information such as name, phone number, or email address, your personal information can be accessed by:

- a. Our system administrators.
- b. Our supporters when they (in order to provide support) need to get the information about the client accounts and access.

5. **Third Party Access To Your Data.** We don't share your data with third parties in a way as to reveal any of your personal information like email, name, etc.

6. **Security Measures.** We use SSL/HTTPS protocol throughout our site. This encrypts our user communications with the servers so that personal identifiable information is not captured/hijacked by third parties without authorization.

In case of a data breach, system administrators will immediately take all needed steps to ensure system integrity, will contact affected users and will attempt to reset passwords if needed.

7. **Your Data Rights.**

a. **General Rights.** You can request that we erase any of the personal data we have stored. This does not include any data we are obliged to keep for administrative, legal, or security purposes. In short, we cannot erase data that is vital to you being an active or former client (i.e., basic account information like an email address).

8. **Third Party Websites.** This website may post links to third party websites on this website. These third-party websites are not screened for privacy or security compliance by the Law Offices of Carol Bertsch, PC, and you release us from any liability for the conduct of these third party websites.

All social media sharing links, either displayed as text links or social media icons do not connect you to any of the associated third parties, unless you explicitly click on them.

Please be aware that this Privacy Policy, and any other policies in place, in addition to any amendments, does not create rights enforceable by third parties or require disclosure of any personal information relating to members of the Service or Site. The Law Offices of Carol Bertsch, PC bears no responsibility for the information collected or used by any advertiser or third party website. Please review the privacy policy and terms of service for each site you visit through third party links.

9. **Release of Your Data for Legal Purposes.** At all times it may become necessary or desirable to the Law Offices of Carol Bertsch, PC, for legal purposes, to release your information in response to a request from a government agency or a private litigant. You agree that we may disclose your information to a third party where we believe, in good faith, that it is desirable to do so for the purposes of a civil action, criminal investigation, or other legal matter. In the event that we receive a subpoena affecting your privacy, we may elect to notify you to give you an opportunity to file a motion to quash the subpoena, or we may attempt to quash it ourselves, but we are not obligated to do either. We may also proactively report you, and release your information to, third parties where we believe that it is prudent to do so for legal reasons, such as our belief that you have engaged in fraudulent activities. You release us from any damages that may arise from or relate to the release of your information to a request from law enforcement agencies or private litigants.

Any passing on of personal data for legal purposes will only be done in compliance with laws of the state you reside in.

10. **Amendments.** We may amend this Privacy Policy from time to time. When we amend this Privacy Policy, we will update this page accordingly and require you to accept the amendments in order to be permitted to continue using our website to its full ability.

11. **Contact Information.** To ask questions or comment about this privacy policy and our privacy practices, contact us at: [staff@assistingseniors.com](mailto:staff@assistingseniors.com) or 8703 Broadway St. San Antonio, Texas 78217.