

PRIVACY POLICY

Introduction

Welcome to michaelsonlaw.com. This site is owned and operated by Michaelson & Associates, Ltd. (“we,” or “us”). This Privacy Policy governs your use of our website and third-party partners or vendors, hereafter referred to as the “Site.”

We understand that your data is important to you and that you care about how your information is collected and used. We have compiled the information below to explain how we gather, use, and store your information. Please read through this policy carefully. Your use of this Site indicates your consent.

This Privacy Policy is organized into the following sections:

1. Information we collect
2. How we collect your information
3. How we use your information
4. How we share your information
5. How we protect your information
6. Age limits for children
7. Correcting or updating your information
8. Updates to this policy
9. Contact information

Information We Collect

Defining Personally Identifiable Information

Personally identifiable information is any information collected by us or provided by you that with reasonable efforts could be used to identify you. Personally identifiable information includes the information you give to us directly, the information we automatically collect, and when applicable, information supplied to us by third parties.

Specifically, we may collect the following types of information:

- information that directly identifies you such as your name, email address, and phone number;
- information regarding your requests for appointments, services, or assistance;
- information about your behavior when using the Site along with your geographic location; and
- analytics about you as a user such as the type of device you use, your internet connection, and your preferences.

How We Collect Your Information

We collect this information in the following ways: directly from you; automatically using technology like cookies; and from other third parties and vendors.

Information Directly From You

There are two instances wherein we collect information directly from you: a request from you to join our newsletter list and a request from you for more information. The information we collect directly from you are received from these two locations and may include a request for your name, email address, phone number, and message for requesting more information from us. In addition, when you fill out a form or sign up for our newsletter list, or engage in other similar interactions, you are directly providing us with your personal information.

Information Automatically Collected Using Technology

Our Site uses cookies, web beacons, log files, and similar technologies to automatically collect information about who you are and how you use our Site. Cookies are small files stored on your computer that contain information and are used to track information as you navigate different sites. These technologies work together and collect information about

- the type of device you are using,
- browsers you prefer,
- domain names you may access,
- your activities on the device, and
- your IP address.

These technologies do not collect personally identifiable information but may be used in conjunction with other information gathered. Over time, we may also collect information about your other activities online and combine this information for the purposes of behavioral profiling.

Do Not Track

Browsers and devices allow individuals to send “do not track” signals to websites. If you would like to refuse some or all of the browser cookies, you can set your browser preferences accordingly. Please note that disabling cookies may cause portions of the site to be inaccessible or function incorrectly.

Information From Third Parties

In some instances, we may receive information from our third-party partners and vendors about our users. We may also incorporate third-party marketing and analytic services, such as Google Analytics, to help us analyze how our Site is being used.

The Site includes social media features, such as the Facebook Like button and other widgets that may collect your IP address, which page you are visiting on the Site, and may set a cookie to enable the respective social media feature to function properly. These social media features are either hosted by a third party or hosted directly on the Site. Your interactions with these social media features are governed by the privacy policy of the respective social media company providing it.

Our Privacy Policy only governs Michaelson & Associates, Ltd.’s use of your information; however, we may use these third-party services to analyze and enhance your experience.

How We Use Your Information

We collect and use information from you for the following purposes:

- to operate and maintain our site
- to present our content to you through our site
- to communicate with you
- to fulfill our obligations to you as presented when you provided the information
- to notify you about changes to our site
- to enhance and optimize your experience
- for any other purpose within your consent

We use the information that we receive directly from you for the sole purpose associated with why you voluntarily provided the information. If you provided the information to join our newsletter list, then we use your information provided only to fulfill your request to receive our newsletter. If you provided the information in our “Request More” form, then we use your information provided in the form only to the extent required for an employee of Michaelson & Associates, Ltd. to contact you as you requested.

If you provided information directly to us but no longer wish to receive the newsletter or be contacted as you requested, please contact us at info@michaelsonlaw.com.

Targeted Advertising

When you visit our site, the data collected by cookies during your visit may also be used to advertise to you. The analytics from your visit help us understand what may be of interest to you. You can opt out of or modify these advertising methods by visiting the following sites:

- <https://www.google.com/settings/ads/anonymous>

You can also visit <https://tools.google.com/dlpage/gaoptout/> to control the collection of web data on your computer and to opt out of additional targeted marketing.

How We Share Your Information

Though we do not sell or disclose the personal information we collect in the ordinary course of our business, we may share your data with third parties in accordance with the purposes described above. Additionally, in the course of business, if we buy or sell business assets or participate in a company sale, merger, reorganization, or dissolution, the data we have collected may be part of such business transfers.

Below is a nonexhaustive list of some of the partners and vendors we use to provide our services and conduct business:

- **Google Analytics.** Google Analytics is a tool used to discover user demographics and behavior. You can reference Google’s privacy policy regarding how they handle information collected by visiting <https://policies.google.com/privacy>.

This list is subject to change at our discretion. If you would like more information about our third-party partners, please visit their specific privacy policy pages that describe their practices.

How We Protect Your Information

As a company, the protection of your information is important to us. We have designed and adopted technological and organizational procedures to safeguard your data. It is important to note that while we make efforts to protect your data, security measures are not impenetrable. As a result, we cannot guarantee the absolute security of any information collected or transmitted to our Site. By using our Site, you consent to the transmission of your data at your own risk.

Age Limits for Children

Children under the age of eighteen are prohibited from accessing the Site. Additionally, we do not use our site to knowingly collect personal information from children. Please contact us if you learn or have reason to suspect that a child under the age of eighteen is using the Site. We will take prompt action to delete any personal information about the child.

Correcting or Updating Your Information

If you discover that inaccurate information about you has been collected, or if you would like to update the information we currently have, please contact us via email at info@michaelsonlaw.com, or by mail at Michaelson & Associates, Ltd., 2200 Paseo Verde Parkway, Suite 160, Henderson, Nevada 89052.

Updates to This Policy

We may update this policy from time to time. If any updates are made to this policy, they will be posted here. Additionally, if material changes are made to this policy, we will notify you via a notice to this Site, and registered users will receive an additional email. Please check this page frequently for updates.

Contact Us

If you have any questions, comments, or concerns about this Privacy Policy or our services, please contact us via email at info@michaelsonlaw.com, or by mail at 2200 Paseo Verde Parkway, Suite 160, Henderson, Nevada 89052.

Effective Date: February 1, 2021