

Last Updated: March 10, 2023

MWH Law Group, LLP (“MWH”) collects personal information as part of providing legal information and other services. This Privacy Policy describes our practices in connection with information that we collect online and offline:

- through our websites (“Websites”);
- through social media properties (“Our Social Media”) from which you are accessing this Privacy Policy;
- through HTML-formatted email messages that we send to you;
- through sites made available to our clients and third parties (“Sites”); and
- through any other in-person or other offline business interactions you may have with us (“Offline Interactions”).

We also collect personal information as part of providing legal services to our clients; see Legal Services, below, for more detail.

#### COLLECTION OF PERSONAL INFORMATION

Collectively, we refer to the Websites, the Apps, Our Social Media, Emails, Sites, and Offline Interactions as the “Non-Lawyer Services.”

“Personal Information” is information that identifies you as an individual or relates to an identifiable individual.

- Name
- Postal address (including personal, business, billing, and shipping addresses)
- Telephone number
- Email address (personal and business)
- Job title and employer

We also collect information from law students who apply for a law school scholarship from our firm. In those cases, we collect:

- Name, postal address, and other contact information
- Law school attending and anticipated graduation date
- Honors and awards received
- Volunteer and other activities
- Information provided as part of the essay and letters of recommendation

We and our service providers collect Personal Information in a variety of ways, including:

- Through the Services

We collect Personal Information through the Non-Lawyer Services, for example, when you sign up for a newsletter, request information, register for a seminar, interact with us at an event, or call or visit one of our offices.

- From Other Sources

We receive your Personal Information from other sources, for example:

- joint marketing partners and event sponsors, when they share the information with us;
- partner Client Services organizations (such as Pro Bono groups and nonprofits);
- social media platforms.

We need to collect Personal Information in order to provide the requested Non-Lawyer Services to you. If you do not provide the information requested, we may not be able to provide the Non-Lawyer Services. If you disclose any Personal Information relating to other people to us or to our service providers in connection with the Non-Lawyer Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

## USE OF PERSONAL INFORMATION

We and our service providers use Personal Information for legitimate business purposes, including:

- Providing the functionality of the Services and fulfilling your requests.
  - To provide the Services' functionality to you, such as arranging access to your registered account, and providing you with related client service.
  - To respond to your inquiries and fulfill your requests, when you contact us via one of our online contact forms or otherwise (e.g., when you send us questions, suggestions, compliments or complaints, or when you request other information about our Services).
  - To send administrative information to you, such as information regarding the Services and changes to our terms, conditions and policies.
  - To allow you to send Services-related content to another person through the Services if you choose to do so.

We will engage in these activities to manage our contractual relationship with you and/or to comply with a legal obligation.

- Providing you with our newsletter and/or other marketing materials and facilitating social sharing
  - To send you our newsletters, publications, legal updates, and mailings related to our seminars or events that we think may be of interest to you.
  - To fulfill your event registration requests and provide services, including the provision of seminars and other events.
  - To send you information about our services and other news about our firm.

We will engage in this activity with your consent or where we have a legitimate interest.

- Aggregating and/or anonymizing Personal Information.

We may aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information. We do so to generate other data for our use, which we may use and disclose for any purpose.

- Accomplishing our business purposes.
  - For data analysis, for example, to improve the efficiency of our Services.
  - For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements.
  - For fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft.
  - To meet our legal and regulatory obligations.
  - For enhancing, improving, or modifying our current products and services.
  - For identifying usage trends, for example, understanding which parts of our Services are of most interest to users.
  - For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users.
  - For operating and expanding our business activities, for example, understanding which parts of our Services are of most interest to our users so we can focus our energies on meeting our users' interests.

We engage in these activities to manage our contractual relationship with you, to comply with a legal obligation, and/or because we have a legitimate interest.

## DISCLOSURE OF PERSONAL INFORMATION

We disclose Personal Information:

- To our third party service providers, to facilitate services they provide to us.

These can include providers of services such as website hosting, Services-related consulting and monitoring, data analysis, information technology and related infrastructure provision, customer service, email delivery, auditing, and other services related to meeting our clients' legal needs.

By using the Services, you may elect to disclose Personal Information:

- On message boards, chat, profile pages, blogs and other services to which you are able to post information and content (including, without limitation, our Social Media), or through which you are able to send messages through the Services.

Please note that any information you post or disclose through these services will become public and may be available to other users and the general public.

We also use and disclose your Personal Information as necessary or appropriate, especially when we have a legal obligation or legitimate interest to do so:

- To comply with applicable law and regulations.

This can include laws outside your country of residence.

- To cooperate with public and government authorities.

For example, when we respond to a request or provide information we believe is important.

These can include authorities outside your country of residence.

- To cooperate with law enforcement.

For example, when we respond to law enforcement requests and orders or provide information we believe is important.

These can include authorities outside your country of residence.

- For other legal reasons.
  - To enforce our terms and conditions; and
  - To protect our rights, privacy, safety or property, and/or that of our affiliates, you or others.
- In connection with a sale or business transaction.

We have a legitimate interest in disclosing or transferring your Personal Information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings) Such third parties may include, for example, an acquiring entity and its advisors.

## OTHER INFORMATION

“Other Information” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual:

- Browser and device information
- App usage data
- Information collected through cookies, pixel tags and other technologies
- Demographic information and other information provided by you that does not reveal your specific identity
- Information that has been aggregated in a manner such that it no longer reveals your specific identity

If we are required to treat Other Information as Personal Information under applicable law, then we may use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Policy.

We and our service providers may collect Other Information in a variety of ways, including through your browser or device.

Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version

and the name and version of the Services (such as the App) you are using. We use this information to ensure that the Services function properly.

- Using cookies

Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Services, pages visited, language preferences and other traffic data. Our websites are not designed to respond to browser do-not-track signals.

- Using pixel tags and other similar technologies

Pixel tags (also known as web beacons and clear GIFs) may be used to, among other things, track the actions of users of the Services (including email recipients), measure the success of our marketing campaigns, and compile statistics about usage of the Services and response rates.

- Analytics

We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Google's and YouTube's practices by going to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/), and opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>. You can find Google's privacy policy at <https://policies.google.com/privacy?hl=en-US>.

- IP Address

Your IP address is automatically assigned to your computer by your Internet Service Provider. An IP address may be identified and logged automatically in our server log files whenever a user accesses the Services, along with the time of the visit and the page(s) that were visited. Collecting IP addresses is standard practice and is done automatically by many websites, applications, and other services. We use IP addresses for purposes such as calculating usage levels, diagnosing server problems, and administering the Services. We may also derive your approximate location from your IP address.

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. In some instances, we may combine Other Information with Personal Information. If we do, we will treat the combined information as Personal Information as long as it is combined.

## LEGAL SERVICES

MWH Law Group provides legal advice and counsel and related legal services in the United States to clients. As part of those services to clients, we may collect personal information about individuals. All such information is collected solely for the purposes of providing legal services and for other legal process, and is confidential and attorney-client privileged information. Such information may include name, Social Security or other government-issued identification number, or any other information

necessary for the provision of legal services to our clients. Information collected for the purpose of providing legal services is never sold or otherwise used for any other purpose.

## SECURITY

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us as outlined in the “Contacting Us” section below.

## CHOICES AND ACCESS

### Marketing Communications

You have choices regarding marketing-related communications. If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt-out by following the unsubscribe instructions in any such message or by contacting us by email at [privacy@mwhlawgroup.com](mailto:privacy@mwhlawgroup.com). We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt-out of receiving marketing-related emails from us, we may still send you important administrative messages, from which you cannot opt-out.

### Requests About Your Personal Information

If you would like to request to review, correct, update, suppress/delete, or object to or restrict processing of Personal Information that you have previously provided to us, or if you would like to request to receive an electronic copy of your Personal Information for purposes of transmitting it to another company feel free to contact us in accordance with the Contacting Us section below.

Please note, however, that certain Personal Information may be exempt from requests pursuant to applicable data protection laws or other laws and regulations, such as for recordkeeping purposes or to comply with legal requirements.

## RETENTION PERIOD

We retain Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide the Services to you (for example, for as long as you have an account with us or keep using the Services);
- The length of time we have an ongoing relationship with you as our client and provide you with Services;

- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions or communications for a certain period of time before we can delete them); or
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

### THIRD PARTY SERVICES

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties.

This includes any third party operating any website or service to which the Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us or by our affiliates.

In addition, we are not responsible for the information collection, use, disclosure or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, RIM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including with respect to any Personal Information you disclose to other organizations through or in connection with the Apps or our Social Media.

### SPECIAL NOTIFICATION ABOUT WEBINARS

Webinars offered as a service to users of our Services (“Webinars”) are hosted by unaffiliated third party vendors, and not by us.

Our third-party vendors require users to provide Personal Information. This Personal Information includes name and email address. Users seeking continuing legal education credit also may be asked to provide their State Bar number(s). Please note that this Personal Information is collected by our vendors and not by us. We encourage you to read the privacy statements of our vendors, which control how such vendors handle Personal Information provided by you to register for the Webinars.

Additionally, our third-party vendors provide us with Personal Information about users of our Webinars. We use this Personal Information to track attendance, to facilitate future communication with such users, and for other purposes set forth in this Privacy Policy.

### USE OF SERVICES BY MINORS

The Services are not directed to individuals under the age of eighteen (18), and we do not knowingly collect Personal Information from individuals under 18.

### CROSS-BORDER TRANSFER

Your Personal Information is stored and processed in the United States. By using the Services you understand that your information will be transferred to the United States, which may have data protection rules that are different from those of your country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Information.

We may disclose Personal Information if we have a good faith belief that such action is necessary to (a) conform to legal requirements or comply with legal processes; (b) protect and defend our rights or property; and/or (c) act to protect the interests of our users or others.

#### BUSINESS TRANSITION

If MWH goes through a business transition, such as a merger, acquisition by another firm, or sale of all or a portion of its assets, Personal Information may be among the assets transferred.

#### SENSITIVE INFORMATION

We ask that you not send us, and you not disclose, any sensitive Personal Information (such as Social Security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background, or trade union membership) on or through the Non-Lawyer Services.

#### UPDATES TO THIS PRIVACY POLICY

The "LAST UPDATED" legend at the top of this Privacy Policy indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy on the Services.

#### CONTACTING US

MWH Law Group, LLP, is the company responsible for collection, use and disclosure of your Personal Information under this Privacy Policy.

You can reach us at [privacy@mwhlawgroup.com](mailto:privacy@mwhlawgroup.com), or at:

MWH Law Group, LLP  
735 N. Water Street, Suite 610  
Milwaukee, WI 53202  
P: (414) 436-0353 / F: (414) 436-0354

If you have any questions about this Privacy Policy, please contact us.

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.