

Privacy Policy

Introduction

This Privacy Policy describes how Tyson & Mendes LLP (“Tyson & Mendes”, “we”, “us” or “our”) collects, uses, stores, and shares your information when (1) you access and/or use our websites, mobile applications, or other digital properties we own and operate, including www.tysonmendes.com (“**Websites**”); (2) you engage our services (“**Services**”); (3) you communicate or engage with us in any manner, including in person, by email, direct messaging, telephone, and/or in person; and (4) when we interact with certain third parties.

If you are a California resident, please see our California Privacy Notice.

1. What Type Of Information Do We Collect?

Depending on how you interact with our Websites and Services, the nature of your engagement with us, and how

we interact with certain third parties, we may collect the following pieces of your information:

- **Basic Identifying Information**. Information such as your full name, position, role, company or organization, telephone number (including mobile number where provided), email, postal address, signature, and other identifying information.
- **Business Information**. Information pertaining to your company or organization in relation to matters on which you instruct us or in which we are involved.
- **Information From Public Sources**. Information gathered from publicly available sources such as LinkedIn, professional networks, directories, or internet publications.
- **Device Identifiers and other Unique Identifiers**. Information such as your device identifier, internet protocol (IP) address, cookies, beacons, pixel tags, mobile ad identifier, and other unique identifiers.
- **Internet or Other Network Activity**. Information such as your browsing or search history, and other information regarding your interactions with our Websites, emails, and advertisements.
- **Geolocation Data**. Information that permits us to determine your general location.
- **Commercial Information**. Information such as Services you've retained us to provide, and a history of your prior engagements with us.
- **Demographic Information**. Information such as your age, gender, date of birth, and other related demographic information.
- **User Content**. Information such as your communications, social media profiles, photographs, images, videos, survey responses, comments, testimonials, and other content.
- **Audio and Visual Information**. Information such as photographs, images, videos, and recordings of your voice.

2. How Do We Collect Your Information?

We collect your information in three ways: (1) directly from you when you use our Websites, Services, or when you engage with us; (2) automatically using online technologies when you engage with our Websites, Services, and certain communications; and (3) from our third party partners.

- **Directly from you.** We collect information directly from you when you enter your information on our Websites, engage with our Services, or otherwise communicate with us.
- **Automatically Using Online Technologies.** When you visit our Websites, open or click on emails we send you, or interact with our advertisements, we or other third parties may automatically collect certain information about you using online tracking technologies such as cookies, pixels, web beacons, software developer kits, and related technologies. For more information, see Cookies and Similar Online Tracking Technologies
- **From Our Partners.** We collect information from our third party partners, such as data analytics providers, marketing or advertising providers, fraud prevention service providers, and vendors that provide related services.

3. Cookies and Related Online Tracking Technologies

We and our third-party partners use cookies, pixels, web beacons, software development kits, and other similar online tracking technologies to gather information about you when you use our Websites, engage with our communications, and interact with our advertisements. Some of the online tracking technologies are used to maintain the security of our Websites, manage your sessions, prevent crashes, fix bugs, save your preferences, assist with basic Website functions, facilitate advertising, marketing, analytics, and facilitate other performance functions.

Our Websites use Google Analytics for analytics purposes. You can learn more about Google Analytics by visiting [How Google uses information from sites or apps that use our services.](#)

4. How Do We Use Your Information?

We use your information for a variety of purposes, including to:

- **Provide our Websites and Services to You.** We use your information to provide our Websites and Services to you, including to: (1) facilitate your account with us; (2) facilitate your access and use of our Websites; (3) complete our representation of you; (4) send you notifications relating to your account and participation in our Services; (5) answer your communications; and (6) perform other related business functions.
- **Communicate with You.** We use your information to engage in communications with you, such as to respond to your requests, inquiries, issues, feedback, and to provide customer service.
- **Market and Advertise.** We use your information for marketing and advertising purposes, including sending marketing, advertising, and promotional communications to you by email, text message, or postal mail. We also use your information to show you advertisements for our Services.
- **Conduct Analytics and Personalization.** We use your information to conduct research and analytics, including to improve our Websites and Services. We also use your information to understand your interaction with our Websites, advertisements, Services, and our communications with you. We also use your information to personalize your experience, to save you time when you visit our Websites and use our Services, to better understand your needs, and to provide personalized recommendations for our Services.
- **Security and Fraud Prevention.** We use your information to detect, investigate, prevent, or take action regarding possible malicious, deceptive, fraudulent, or illegal activity, including fraudulent transactions. We also use your information to enforce our terms and procedures, prevent against security incidents, and prevent the harm to other users of our Services.
- **Legal Obligations.** We use your information to comply with our legal and regulatory obligations, to establish and exercise our rights, and to defend against legal claims.
- **Business Functions.** We use your information to support our core business functions, including to maintain records related to business management, loss prevent, collecting amounts owed, and identifying and repairing errors or problems in the Websites.

5. How Do We Disclose Your Information?

We may disclose or share your information with affiliated and non-affiliated third-parties, including in the following scenarios:

- **With your Consent.** We may disclose or share your information with your consent, which may be obtained in writing; online, through “click-through” agreements; when you accept the terms of use on our Websites; orally, either in person or on the phone; or by other means.
- **In a Business Transfer.** We may disclose or share your information as part of a corporate business transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third parties as a business asset in the transaction.
- **To Non-Affiliated Third Parties.** We may disclose or share your information with certain non-affiliated third parties to facilitate your access and use of our Websites, our Services, and to provide us with certain business functions, including but not limited to sharing your information with internet service providers, advertising networks, data analytics providers, governmental entities, operating systems and platforms, social medial networks, and service providers who provide us a service (e.g., auditing, marketing, debugging to identify and repair errors that impair existing intended functionality on our Websites, and/or protecting against malicious, deceptive, fraudulent, or illegal activity).
- **For Legal Process And Protection.** We may disclose or share your information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to: (1) enforce or apply our agreements; (2) protect our interests, property, or safety of others; (3) in connection with claims, disputes, or litigation; and (4) to protect our Websites.

6. How Do We Protect Your Information?

Although no system can guarantee the complete security of your information, we take all commercially reasonable steps to ensure your information is protected in alignment with all applicable laws and regulations, as appropriate to the sensitivity of your information.

7. How Long Do We Keep Your Information?

We keep your information for as long as is necessary in accordance with the purpose for which it was collected, our business needs, and our legal and regulatory obligations. If we dispose of your information, we will do so in a way that is secure and appropriate to nature of the information subject to disposal.

8. Links To Third Party Sites

Our Websites and Services may contain links to third party websites and services. Please note that these links are provided for your convenience and information, and the websites and services may operate independently from us and have their own privacy policies or notices, which we strongly suggest you review.

9. Do Not Track

Our Websites may, from time to time, collect information about your online activities, over time and across our different websites. When you use our Websites, third parties may also collect information about your online activities, over time and across different internet websites, online or cloud computing services, online applications, or mobile

applications. Some browsers support a “Do Not Track” feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our Websites do not currently change the way they operate based upon detection of a “Do Not Track” or similar signal.

10. Your Rights

For individuals in California, please see our California Privacy Notice.

For all individuals, regardless of location, you have the following rights:

- **Manage Communication Preferences**. You can stop receiving promotional e-mails at any time by clicking on the “unsubscribe” link at the bottom of any promotional e-mail you receive from us. You can also stop receiving promotional postal mail by sending an e-mail to communications@TysonMendes.com.

11. California Privacy Notice

The following disclosures are made pursuant to the California Consumer Privacy Act, as amended by the California Privacy Rights Act and its implementing regulations (collectively, the “**CCPA**”).

Definitions

- **Personal information**. This is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to you or your household.
- **Sensitive personal information**. This is information such as your social security number, driver’s license number, state identification card, passport number, account log-in and password, financial account and

password, debit or credit card number and access code, precise geolocation information, race, ethnic origin, religious or philosophical beliefs, union membership, the content of your mail, email or texts other than those communications you have with us, genetic data, biometric information, health information, or information that concerns your sex life or sexual orientation.

- **Sell, sale, or sold.** This means the selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or other means, your personal information to a third party for money or other valuable consideration.
- **Share, shared, or sharing.** This means the sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or other means, your personal information to a third party for cross-context behavioral advertising, whether or not for monetary or other valuable consideration.

Your Rights

You or an authorized agent you designate on your behalf may submit the individual requests outlined below. Upon receipt, we will take reasonable steps to verify you and your authorized agent's identity prior to responding to the request, which may include in certain circumstances you signing a declaration under penalty of perjury. If an authorized agent is submitting a request on your behalf, you must submit a copy of: (1) a written authorization demonstrating you have authorized the agent to submit a request on your behalf; and (2) provide separate proof verifying your identity.

- **Right to Know.** You have a have a right to request that we disclose, subject to certain exceptions, information concerning: (1) the categories of personal information we have collected from or about you; (2) the categories of sources from which we have collected that personal information, and the business or commercial purpose for the collection; (3) the categories of third parties with whom we have shared, sold, or disclosed your personal information, including the business or commercial purpose for said sharing, selling, or disclosure;

and (4) specific pieces of your personal information, subject to appropriate exceptions.

- **Right to Delete.** You have a right to request that we delete your personal information, subject to certain exceptions.
- **Right to Correct.** You have a right to request that we correct your personal information, subject to certain exceptions.
- **Manage Communication Preferences.** You can stop receiving promotional e-mails at any time by clicking on the “unsubscribe” link at the bottom of any promotional e-mail you receive from us. You can also stop receiving promotional postal mail by sending an e-mail to communications@TysonMendes.com.
- We have no actual knowledge that we sell the personal information of California residents who are under 16 years of age. You may also opt-out by using an opt-out preference signal, such as the Global Privacy Control (GPC) on your browser. To download and use a browser supporting the GPC, you may click [here](#). If you choose the GPC signal, you will need to turn it on for each supported browser or browser extension you use.
- **Right to Non-Discrimination.** You have a right to exercise the above rights without being discriminated against under the CCPA.
- **Exercising Your Rights.** To submit a request, you may send an e-mail to communications@TysonMendes.com. You may also designate an authorized agent to submit a request on your behalf by sending an e-mail with written proof of such authorization to communications@TysonMendes.com.
- **Responding To Requests.** Once you have submitted your request, we will respond within the time frame permitted by applicable law.

Notice of Collection

- To learn more about the categories of personal information we collect about California residents, please see [What Type Of Information Do We Collect?](#)
- For more information about how we use those categories of personal information, please see [How Do We Use Your Information?](#)
- For more information about how we collect categories of personal information, please see [How Do We Collect Your Information?](#) and [Cookies And Related Online Tracking Technologies](#)

- To learn more about how we disclose categories of personal information, and the categories of third parties with whom we disclose such information, please see [How Do We Disclose Your Information?](#)
- To learn more about how long we keep your information, please see [How Long Do We Keep Your Information?](#)

Notice of Disclosure for a Business Purpose

To learn more about the categories personal information we have disclosed for a business purpose, and the categories of third parties with whom we've disclosed such information, please see [How Do We Disclose Your Information?](#) above.

Notice of Sale or Sharing of Personal Information

Certain of our online tracking technologies may be considered a "sale" or a "share" of your information to third parties under the CCPA. The categories of personal information we may "sell" or "share" in these circumstances includes your IP address, persistent online identifiers, ad identifiers, similar information about your devices and browsers, and information about your engagement with our Websites, Products, and Communications. We have no actual knowledge that we sell the personal information of California residents who are under 16 years of age.

Notice of Use of Sensitive Personal Information

We do not use California resident sensitive personal information for any purpose other than is permissible under the CCPA. Specifically, we do not use sensitive personal information of California residents to derive characteristics about California residents.

12. Children

Our Websites and Products are not intended for children under the age of 13. This includes any links to other websites that we provide for our convenience. We don't knowingly collect the information of children under 13 for any reason.

13. Changes To Our Privacy Policy

We may change this Policy from time to time. Any and all changes will be reflected on this page, and where appropriate provided in person or by another electronic method. The effective date will be stated at the top of this Policy. You should regularly check this page for any changes to this Policy.

14. Accessibility

If you require a copy of this Privacy Policy in an alternative format, please Contact Us.

15. Contact Us

Please email us at: communications@TysonMendes.com