

Privacy Policy

This Privacy Policy is intended to inform you of our policies and practices regarding our collection, use, and disclosure of the information that you submit to us and that we collect from you through the hklaw.com website (the "**Website**" or "**Site**"). This Privacy Policy does not govern our relationship with information you might provide through a channel other than this website or in the context of an attorney-client relationship. This Privacy Policy applies to all visitors to the Website.

BROWSING OR USING OUR SITE DOES NOT MAKE YOU A CLIENT: Please be advised that browsing the Site or using its services or functionality does not make you a client. The Site is provided for general informational purposes and convenience. If you need legal advice, you should personally contact a lawyer or your local bar association.

What types of information do we collect?

- Personal Information: For purposes of this privacy policy, Personal Information is information that that could reasonably be used to identify you, such as your name, postal address, email address, phone number, as well as other non-public information that is associated with that information. Personal Information does not include technical information about your device or browser such as unique device identifiers, randomly assigned unique identifiers in cookies, mobile device name, timestamp, IP addresses, installed plug-ins or fonts, device type, OS version, or similar data.
- Anonymous Information: Anonymous Information is information that does not identify you directly, and may include, for example, statistical information concerning how you and other General Visitors use our Site or information that is linked to a cookie ID or other ID that is not paired in our records with your name, phone number, or email address.
- Common Tracking Technologies: We also collect certain information about you and your computer automatically when you visit the Site, such as your Web browser type and operating system, your IP address, and information regarding the content you view and

features you access on the Website, cookies, analytical tools, or other technologies. Although Holland & Knight does not engage in online behavioral advertising or retargeting, we may use free widgets for social sharing that interact with the online ad operations on behalf of other parties. For information regarding how you can elect not to receive behaviorally targeted ads generally, please refer to the “Opt-Out” section of this Policy.

How do we collect personal information?

We collect Personal Information to better tailor the features, performance and support of our products, services, and Website.

We collect Personal Information as follows:

- When you voluntarily provide it to us
- When you sign up to receive emails, alerts, or other communications
- When you communicate with us
- From third party sources

How do we use your information?

We use your information collected via the Website only as provided in this Policy. We use the information we collect and receive from you for the following general purposes:

- Registration Process: In order to access information, products, and services on the password-protected areas of our Site, we may require you to provide certain information, such as your name, mailing address, and e-mail address during the registration process. We use this information to issue you a password and so that you can gain access to password-protected areas of the Site. We also use contact information you provide during the registration process as further detailed below.
- News Updates & Event Notices: We use your contact information, such as your email address, to send alerts/newsletters, bulletins, e-announcements, and other communications concerning our firm, legal developments or notifications. We may also use your email address to invite you to seminars, events, or other functions we believe may be of interest to you. You can choose not to receive these types of communications (see Opt-Out section).
- Surveys: Periodically, we may initiate surveys on our Website, and we may request Personal Information, such as name and email address, from you in connection with such surveys. Survey information will be used for purposes of monitoring or improving our

Site and our services. Participation in the surveys is voluntary and not required in order to access our Site.

With whom do we share your information?

We do not share your Personal Information with third parties except as provided in this Policy. We may share your information with the following third parties:

- Service Providers: We may utilize third parties to perform functions on our behalf, such as maintaining the Website, providing services related to the Site, collecting information, responding to and sending electronic mail, or other functions related to our business and services. In order to obtain these services, we may need to share your Personal Information with these companies. We will provide Service Providers with only that information necessary or helpful to perform their duties, and we contractually obligate our Service Providers to safeguard and refrain from using your Personal Information for any other purpose.
- Other Parties Pursuant to Legal Process: We may share your information pursuant to valid legal process, such as for law enforcement purposes or to protect and enforce the legal rights of Holland & Knight LLP.
- Advertising: Although H&K does not engage in online behavioral advertising or retargeting, we may use free widgets for social sharing that interact with the online ad operations on behalf of other parties. For information regarding how you can elect not to receive behaviorally targeted ads generally, please refer to the “Opt-Out” section of this Policy.
- Social Media: H&K may use social sharing and other “widgets” to enable interaction with social networks. Some of these social networks may be able to track your visit to the H&K site (or any site for that matter that uses the widgets) because a social network, when you visit its site, may place personally identifiable “cookies” in your browser which are then transmitted back to the social network when you visit other sites that happen to use that network’s social sharing widgets (even if you don’t “click” on or interact with the widget). If you have questions about a particular social network’s information collection or cookie practices, please consult the Privacy Policy and related disclosures for that social network.

How can you opt-out of communications or change/remove your information?

- Opt-Out: Electronic Communications—If you receive alerts, invitations, or other electronic communications, we will provide you with the ability to opt-out of receiving these communications. Instructions for opting-out will be provided either (a) with each such communication, or (b) in a prominent location on our Website.

Advertising Cookies— Your browser may give you the ability to control, block, or delete browsing cookies. If you delete browser cookies, you may have to re-register or take other actions to be able to use certain services. Also, you can opt-out of the behavioral

targeting component of online ads generally by using the resources provided by the Digital Advertising Alliance <http://www.aboutads.info/choices/> or the Network Advertising Initiative at <http://www.networkadvertising.org/choices/>. Please note, however, that if you delete your cookies, you will need to re-do any prior opt-outs through the DAA or NAI.

- **Changing or Removing Information:** If you have provided Personal Information to us via our Website and would like to change or remove that information, please contact us at the address or number provided below.

Cookies, Analytical Tools, and Related Technologies

Our Site uses browser cookies for analytics, functionality, and for various other services. Browser cookies are small pieces of data that are stored on your computer so that our servers can identify your browser software when you visit the Site. We may also use similar technologies that serve similar purposes such as HTML5 local storage, “Flash” cookies, and web beacons. We may also use location aware browsing functionality provided by your browser for functionality or analytics.

Advisory: Children’s Information

Our Website is not directed at children, and we will not knowingly accept or request Personal Information from individuals under the age of 13 years. If we learn that we have collected Personal Information from a child under 13, we will either (i) delete this information from our databases, in accordance with our deletion procedures; or (ii) obtain verifiable parental consent, in accordance with the Children's Online Privacy Protection Act.

Security

We use reasonable physical, technical, and administrative measures to safeguard information in our possession against loss, theft and unauthorized use, disclosure, or modification. Our Security Systems are structured to deter and prevent unauthorized access to personal information you provide to us. Please be advised, however, that no data transmission or storage can be completely secure. While we take all reasonable measures to safeguard your information, we cannot guarantee the security of any information you provide to us.

Changes to Policy

From time to time, we may change this Privacy Policy. We will post notice of any material changes to the Policy on our Website. Your use of our Site following any such change constitutes your agreement to follow and be bound by the Privacy Policy, as amended. If new Policy terms materially affect only Registered Users, those Users will be notified of and required to affirmatively accept such new terms.

Contact Information

If you have comments or questions about the administration of our Website, please contact:

Crystal J. Adkins

Partner and Associate General Counsel Holland & Knight LLP

50 North Laura Street Suite 3900

Jacksonville, FL 32202

904.798.5442

crystal.adkins@hklaw.com

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