

## Privacy

This Privacy Policy describes the collection, use and disclosure of information collected online by our website at [www.bhfs.com](http://www.bhfs.com) (the "Website"). This Privacy Policy (the "Policy") forms an agreement between you and Brownstein Hyatt Farber Schreck, LLP (the "Firm"). Through your continued use of our Website, you consent to the practices described in this Policy.

This Policy describes what information we may collect, how we may collect it, with whom we may share it, and other matters related to the information we collect from our Website, including your choices regarding collection and disclosure to third parties. This Policy is incorporated into our Terms of Use and may include terms that are defined in that agreement. Unless stated otherwise, this Policy only addresses the use and disclosure of information we collect from you online through our Website.

### What Personal Information do we collect?

For the purposes of this policy, "Personal Information" means any information that can be used to identify you as an individual. This information includes the following categories:

- **Identity Data** includes first name, last name, title, and gender.
- **Contact Data** includes email address and telephone numbers.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We may also collect other information which alone cannot be used to identify you as an individual. The following paragraphs describe some of the Personal Information and other data we may collect from users of our Website.

### How do we collect Personal Information?

When you provide it to us. In certain sections on our Website, we may provide online forms in which you can input Personal Information such as your name and email address in order to request information, subscribe to our publications, or for other purposes indicated on our Website.

When you access our Website. Our Website may gather certain information automatically and store it in log files when you use our Website. We may collect IP addresses and/or click-stream data for purposes of system administration, to understand how our visitors use our Website. An IP address is a number that is automatically assigned to your computer whenever you access the Internet. When you request Web pages from the Website, our computers log your IP address.

We also collect click-stream data when you request pages from the Website. Click-stream data may include such information as the page served, the time, the source of the request, the type of browser making the request, the preceding page view and other such non-personal information. We also monitor other tracking-related information. This data helps us analyze how visitors arrive at the Website, what type of content is most popular, what type of visitors in the aggregate are interested in particular kinds of content, and the like. We use this information to update our Website and ensure that we are meeting the needs of our visitors.

Cookies. Our Website may use cookies, web beacons and similar tracking technologies. These technologies are widely used for security, to learn about and improve upon how users navigate a website or to enable

certain features. Cookies are small data files that are transferred to your hard drive when your browser settings permit the acceptance of cookies. Similar technologies, such as web beacons or pixel tags function through the use of small files, such as a GIF or PNG, which are opened on a page or in an email. The request for these files from a server reveals certain information, such as your browser type, IP address, and other information. To learn more about cookies and similar tracking technologies, and how they can affect your privacy, visit [allaboutcookies.org](http://allaboutcookies.org).

By tracking how and when you use our Website, these technologies help us determine which features and content on our Website are most important to our visitors. If you do not want information collected through the use of cookies, you can turn off cookies using your browser's settings menu; however, this may eliminate our ability to provide you with some of the features or functionality you would otherwise experience on our Website. Most modern browsers also include a "do not track" feature that may help protect your privacy. However, because there is not yet a defined response to do-not-track requests, our Website does not respond to your browser's do-not-track request. To learn more about, or to opt-out of Google's analytic and marketing services, visit [Google Analytics Terms of Use](#), the [Google Privacy Policy](#), or [Google Analytics Opt-out](#).

### **How do we use Personal Information?**

In all cases, we will only use Personal Information collected from you only as necessary to provide the information or services you have requested (for example, to respond to your inquiry or process your subscription to one of our newsletters or blogs or to mail a publication to you). We may also use your information for the following purposes:

- To inform you about our services, new legal and policy developments, relevant information in the industries we serve, and our marketing events.
- To evaluate you as a candidate for employment with our firm.
- For analysis to improve this website, our services and for market research.
- For other reasons, with your consent.

### **With whom may we share your Personal Information?**

We may share Personal Information with employees and contractors of our Firm, with third parties who provide certain services on our behalf, with selected third party organizations with whom we may collaborate on various activities or events, or in the other circumstances noted below. For example, we may share certain Personal Information we collect with third parties such as providers of data hosting or processing services, email services, or other service providers (for example if we have a third party send notification of firm publications, news or events we think may be of interest to you).

We may also share Personal Information we possess in the event our Firm undergoes a corporate transaction, such as a merger with another firm, or in the event of a sale of all or substantially all of the assets of our Firm, or a dissolution of our Firm. To the extent permitted by applicable laws, we may share Personal Information if we need to protect the interests of the Firm, our clients, property, or the public.

Similarly, we may share Personal Information with governmental authorities or otherwise in response to a legal request that we believe requires us to do so, for example, in connection with a criminal investigation or other legal requests from civil or administrative authorities in connection with a pending civil case or administrative investigation. Legal requests include, for example, search warrants, subpoenas, and other court orders.

We may also receive legal requests or orders from jurisdictions outside the United States, in which case by

using our Website you consent for your Personal Information to be transferred to the applicable country.

### **Third party sites and services**

Please be aware, certain services on our Website are provided by third parties. You may also visit other third party sites through links on our Website. These third parties are not bound by this policy and may have privacy policies of their own governing the use and disclosure of your Personal Information. Please read any policies of third parties before you provide Personal Information to them.

### **How can I unsubscribe or update my Personal Information?**

You can be removed from any of our email lists or unsubscribe from a publication by clicking on the “unsubscribe” link in the email, or by sending an email to [marketing@bhfs.com](mailto:marketing@bhfs.com). You may access or update any Personal Information we hold about you by sending a letter or email using the contact information listed below. We will respond to reasonable requests for access or revision and will provide access to the extent required or allowed by law. However we may decide not to grant access or make revisions where the burden or expense of providing access would be disproportionate to the risks to the individual’s privacy in any given case, or when the rights of others would be violated by granting the access.

### **Is my Personal Information protected?**

We use reasonable security measures to protect any Personal Information collected through our Website. We implement various physical, procedural and technological safeguards that we believe will keep your Personal Information secure.

### **Privacy Rights for EU Residents**

We will process your personal data only (1) with your consent; (2) to perform a contract between you and us; (3) to comply with a legal obligation; or (4) where we have a legitimate interest to do so, balancing this interest against your interests and fundamental rights. These legitimate interests are administrative functions within the Firm, marketing activities, and complying with your requests for information.

If you reside in the EU, you may exercise your Personal Information rights by emailing us at [privacy@bhfs.com](mailto:privacy@bhfs.com) or using the contact information shared below. Specifically you have the following rights subject to the exceptions allowed by law:

- To access your information
- To rectify or update your information
- To erase your information, subject to our need to retain certain information for legal or other purposes
- To receive a copy of your information
- To object to or restrict its processing

### **Children’s Information**

We do not knowingly collect or store personally identifiable information about children under the age of 16, unless permitted by law. If we learn that we have collected personally identifiable information from a child under age 16, we will delete that information from our database.

### **Changes to this policy**

This policy may change from time to time. We will post the most current version of this policy on our Website with the effective date. Your continued use of the Website means you consent to the terms of any new Policy.

If you have questions about this Privacy Policy, please email us at [privacy@bhfs.com](mailto:privacy@bhfs.com) or contact:

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Attn: Privacy

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Effective date of this Privacy Policy: May 29, 2018