

Berry Law Website Privacy Policy

Last updated: [DATE]

Introduction

Berry Law, P.C., L.L.O. (“Berry Law” or “We” or “Us” or “Our”) respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the websites <https://jsberrylaw.com/> or <https://ptsdlawyers.com/> or <https://vetinjury.com/> (the “Website” or “Websites”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

CCPA NOTICE: We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”). References to the CCPA include the California Privacy Rights Act (“CPRA”). Any terms defined in the CCPA have the same meaning when used in this Privacy Policy.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Berry Law or any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website (unless expressly stated otherwise)

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see *Changes to Our Privacy Policy*). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- Information you may provide through our website’s AI chatbot feature (please do not submit highly sensitive personal information (e.g., Social Security numbers, medical records) to the chatbot, as it does not provide a confidential environment);
- By which you may be personally identified, such as name, postal address, e-mail address, or telephone number (“personal information”);
- That is about you but individually does not identify you;
- About your internet connection, the equipment you use to access our Website, and usage details;
- Commercial information, such as records of services used and/or considered;
- Payment information, such as payment card number, card verification value, card expiration date, card personal identification number, and billing address;
- Professional or employment-related information, if you submit job applications;

- Non-public information, if you submit a scholarship application;
- Inferences drawn from the information that you provide to us; and
- Any other information you may provide to us in the course of your interactions with the Website.

The personal information we collect about you may include the following, as categorized by CCPA:

- Individual identifiers, such as name, postal address, online identifier, email address, or other similar identifiers.
- Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)), such as name, education, employment, employment history, membership in professional organizations, professional licenses and certifications, bank account number, credit card number, debit card number, or any other financial information.
- Protected classification characteristics (e.g., veteran status; disability; where you choose to disclose them).
- Commercial information, such as records of services obtained or considered.
- Internet or other similar network activity, such as activity on our website, system usage, and electronic communications with us.
- Geolocation data
- Professional or employment-related information, such as current or past job history.
- Sensitive personal information where you choose to provide it to us in connection with a potential or existing attorney-client relationship (e.g., health-related information, disability status, military service details).
- Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99), such as education records directly related to a student maintained by an educational institution or party acting on its behalf.
- Inferences drawn from the above (e.g., audience segments for advertising and analytics).

We do not collect biometric information or sensory information.

We collect this information:

- Directly from you when you provide it to us, including through our website's AI chatbot feature.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies.
- From third parties, for example, our business partners. These may include analytics providers, advertising networks, lead referral sources, background check providers (for applicants), payment processors, and social networks when you interact with our content.

Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your search queries on the Website.

- Information you choose to provide related to potential legal claims or representation.
- Job application information (e.g., resume, references) and scholarship application information.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may be statistical and aggregated in part and helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Web Beacons.** Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Berry Law, for example, to count users who have visited those pages and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Pixels/SDKs** and similar technologies used for analytics and advertising measurement (e.g., Google Analytics, Meta Pixel, Google Ads, Bing, Simpli.fi, LinkedIn Ads, Hotjar, and ClickCease).

Third-Party Use of Cookies and Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies, pixels, device identifiers, and similar technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. We encourage you to review the privacy policies of these providers. For information about how

you can opt out of receiving targeted advertising from many providers, see *Choices About How We Use and Disclose Your Information* and the platform-specific resources linked below.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with promotional information about our services.
- To communicate with you about your correspondence to us, including for marketing purposes, if you submit a webform via our Website.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- To evaluate, recruit, and hire personnel, including for conducting background checks and contacting references, where applicable.
- To determine eligibility for participation in our scholarship program.
- For research and development purposes, in order to understand how people are using our website. This includes for purposes of generating and analyzing statistics, preferences, and usage trends, diagnosing technical issues, and developing new or existing functionalities (including aggregated commercial analytics via Claritas; not used to profile identified individuals).
- To fulfill any other purpose for which you provide it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- For security and fraud prevention, and to maintain the integrity of our services.
- For targeted advertising and cross-context behavioral advertising, where permitted by law and subject to your choices.

Automated decision-making and profiling: We do not use personal information to make decisions that produce legal or similarly significant effects solely through automated processing.

Disclosure of Your Information

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- Information submitted through the AI chatbot may be shared with our third-party chatbot service provider for the purposes of facilitating your inquiry and providing support.
- To contractors, service providers, and other third parties we use to support our business. These include IT and hosting providers, analytics providers, marketing and advertising partners, payment processors, background-check providers, document management vendors, and customer support tools.

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Berry Law's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Berry Law about our Website users is among the assets transferred.
- To other law firms and/or other lawyers, where we jointly represent a client and when we refer cases or potential cases to other counsel, or as otherwise required in connection with our legal representation of you. Personal information provided pursuant to an attorney-client relationship may not be shared with third parties except with such precautions to preserve the confidentiality of such information and any attorney-client privilege that may attach to such information.
- To our professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary, during the course of the professional services that they render to us.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our [Website Legal Disclaimer and Terms of Use](#) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Berry Law, our customers, or others.

Service Providers and Third-Party Sharing. We may share personal information with service providers and vendors who assist us with website analytics, advertising, lead intake, fraud prevention, and operational support. These may include, but are not limited to, Google Analytics, Google Ads, Bing, Hotjar, ClickCease, Gravity Forms, Simpli.fi, LinkedIn Ads, and Claritas. These service providers are authorized to use your information only as necessary to provide services to us.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from Berry Law.** If you do not wish to have your contact information used by Berry Law to promote our own or third parties' products or services, you can opt-out by sending us your request to privacy@berrylaw.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. You may also use the unsubscribe link included in our marketing emails.
- **Sale/Sharing of Personal Information.** We do not "sell" personal information as traditionally understood. We may "share" personal information for cross-context behavioral advertising as defined by the CCPA. You can opt out of such sharing by contacting us at privacy@berrylaw.com.

- We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website at <https://thenai.org/how-to-opt-out/> and the Digital Advertising Alliance at <http://optout.aboutads.info>. You can also visit <https://adssettings.google.com> for Google Ads; <https://www.linkedin.com/psettings/advertising> for LinkedIn Ads; <https://about.ads.microsoft.com/en-us/resources/policies/personalized-ads> for Bing/Microsoft Ads, and <https://www.hotjar.com/legal/compliance/opt-out> for Hotjar.

Retention

We retain personal information for as long as needed to fulfill the purposes described in this policy, including to provide services, comply with legal and ethical obligations (including records retention requirements applicable to law firms), resolve disputes, and enforce agreements. Retention periods vary based on the nature of the information and our legal obligations.

State Privacy Rights

California Privacy Rights

The California Consumer Privacy Act ("CCPA") provides California residents with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise such rights.

Right to know and data portability

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months (the "right to know"). Once we receive your request and confirm your identity (see Exercising Your Rights to Know, Correct, or Delete), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting that personal information.
- The categories of third parties with whom we share that personal information.
- If we disclosed your personal information for a business purpose, the personal information categories that each category of recipient obtained.
- The specific pieces of personal information we collected about you (also called a data portability request).

Right to Correct

You have the right to request that we correct any inaccurate personal data we maintain about you.

Right to Delete

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions (the "right to delete"). Once we receive your request and confirm your identity (see Exercising Your Rights to Know, Correct, or Delete), we will review your request to see if an exception allowing us to retain the information applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing

business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you.

- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

We will delete or deidentify personal information not subject to one of these exceptions from our records and will direct our service providers to take similar action.

Right to Limit Use and Disclosure of Sensitive Personal Information.

We do not use or disclose sensitive personal information for purposes other than those permitted by the CCPA. If this changes, we will provide methods to exercise your right to limit such use/disclosure.

Exercising Your Rights to Know, Correct, or Delete

To exercise your rights to know, correct, or delete described above, please submit a request by either:

- Calling us at (402) 466-8444.
- Emailing us at privacy@berrylaw.com.

Only you, or someone legally authorized to act on your behalf, may make a request to know, correct, or delete related to your personal information. You may also make a request to know, correct, or delete on behalf of your child.

You may only submit a request to know twice within a 12-month period. Your request to know, correct, or delete must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. We will only use personal information provided in the request to verify the requestor's identity or authority to make it. Authorized agents must provide proof of authorization, such as a valid power of attorney or written

authorization signed by the consumer, and we may require the consumer to verify their identity directly with us.

Response Timing and Format

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact privacy@berrylaw.com.

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you services.
- Charge you different prices or rates for our services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of services.
- Suggest that you may receive a different price or rate for services or a different level or quality of services.

Other State Privacy Rights

Depending on your state of residence (including, as of October 1, 2025: Colorado, Connecticut, Delaware, Iowa, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, Virginia), you may have rights under applicable state laws concerning the personal information that we collect and maintain about you. These rights may include: (i) the right to access the personal information we maintain; (ii) the right to obtain a copy of the information we maintain about you; (iii) the right to request that we delete certain information we maintain about you; (iv) the right to correct any inaccuracies in the personal information we maintain about you; (v) the right to withdraw your personal information from certain processing activities; (vi) the right to know how we have used your personal information, including whether we have shared it with other parties; and (vii) the right to appeal decisions regarding exercising your consumer rights. The precise scope of these rights may vary by state. Some states also provide rights to opt out of targeted advertising, sale, and certain profiling; where applicable, you can exercise these rights by contacting privacy@berrylaw.com.

If you exercise your rights under an applicable state law, we will honor your rights to the extent required under such law, or as we may otherwise agree to honor in our sole discretion.

Please submit any privacy-related requests to privacy@berrylaw.com. Only you, or someone legally authorized to act on your behalf, may submit a privacy rights request. We endeavor to respond to

verifiable requests within the time limits established by applicable law. If we need additional time to comply with your request, we will communicate such extension to you, along with the reason for delay. We may ask you to provide additional information in order to verify and facilitate your requests. If we deny your request, we will provide you with additional information regarding how you may appeal our decision, to the extent required by applicable law. We will only use the personal information provided in the request to verify the requestor's identity or authority to make it. To appeal a decision, you may email privacy@berrylaw.com with the subject line "Privacy Request Appeal."

Verification

For your protection, we will verify your identity (and authority, if acting as an agent) before fulfilling certain requests. Verification may require matching information provided in your request with information we maintain, and/or additional documentation. We will use information provided in connection with a request solely to verify and fulfill the request. Authorized agents must provide documentation demonstrating authority, and we may require the consumer to verify their identity directly with us.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website. We implement administrative, technical, and physical safeguards appropriate to the nature of the personal information we process.

Children Under the Age of 16

Our Website is not intended for children under 16 years of age. No one under age 16 may provide any personal information to or on the Website. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website, register on the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at privacy@berrylaw.com. We comply with the Children's Online Privacy Protection Act (COPPA) where applicable. Parents or guardians who believe we have collected information from a child under 13 may contact us to request deletion.

Using Our Website Outside the United States

Berry Law is located in the United States of America, and we may have affiliates and service providers located in the United States and other countries. If you use our website or otherwise provide your information to us and you are located outside the United States, be aware that your personal information may be transferred to, stored, or processed in the United States or other countries where our affiliates and service providers may be located. By using any portion of this website, you understand and consent to the transfer of your personal information to the United States and those third parties with whom we share it as described in this privacy policy and acknowledge that it may be subject to U.S. law.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email or through a notice on the website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Berry Law, P.C., L.L.O.

6940 O St., Suite 400, Lincoln, NE 68510

privacy@berrylaw.com

(402) 466-8444