

Privacy Policy

Last Updated: February 13, 2024



Scope of this Policy

Legalfy LLC, along with its subsidiaries and affiliates ("**Legalfy**", "**we**", "**us**" or "**our**"), provides various services to you when you visit our websites and mobile applications or use our software, in each case subject to this Privacy Policy. Our websites, mobile applications and other software (collectively, the "**Application(s)**") include legalfy.ai.

This Privacy Policy also applies to the personal information you provide to us through other interactions and correspondence. This could be, for example, when you share your information with our service representatives (e.g. a customer service agent, sales person, or onboarding specialist), or send us a letter, email, or chat.

Please see our [Privacy Snapshot](#) below for an overview of our privacy practices.

Personal Information We Collect

Information you provide to us:

- **Your contact details and account data** if you establish an online account with us (such as your name, email address, mailing address, phone number, and password).
- **Additional profile information** you may choose to provide (such as date of birth, gender, location, and preferred language).
- **Your payment information** if you make a purchase via the Applications. We use third-party payment processors, such as Braintree, to process your payments. These third parties will collect the information necessary to effectuate your transaction with us, such as credit/debit card number, security/CVV code, and expiration date. Our payment processors may handle your payment information in accordance with their own privacy policies. Legalfy does not have access to your full payment information.
- **Tax-related information**, such as your tax identification number or your VAT registration number (or similar), if you (i) participate in our product review program or (ii) are a B2B

customer. We will use this information to prepare your Form 1099 and other tax-related documentation related to the product review program, verify your business if you are a B2B customer, and to provide B2B customers with tax compliant invoices.

- **Your communications and contact history** with us (such as emails, text messages, service call recordings, chat and instant messages, or communications with our social media channels).
- **Other information you choose to provide** (such as survey responses, participation in promotions, and other user-generated content, including, but not limited to, images you upload).

Where applicable, we may indicate whether and why you must provide us with your personal information, as well as the consequences of failing to do so. For example, it may be necessary for you to disclose certain personal information in order for us to provide the Applications to you.

Subject to our [Cookie Policy](#), we may automatically collect Information from your use of the Applications:

- **Log data and device information** (such as details about how you've used the Applications, IP address, access dates and times, hardware and software information, device information, device event information, unique identifiers, crash data, cookie data, location data, and page/product views or clicks).
- **Geo-location information** (such as IP address, browser information, or mobile GPS information).

We use cookies and similar technologies (such as web beacons and local storage technologies) to collect such data. Please see our [Cookie Policy](#) below for more information.

Information we may collect from third parties, including third party services (for example if you link, connect, or login to the Applications with your Google, Facebook, Instagram, or Twitter accounts) or other sources (such as your contacts who want to invite you to use the Applications or brands we partner with):

- **Contact details** (such as your name, email address, mailing address, and phone number).

- **Social media handles** (such as your Twitter or Instagram handle).

How We Use Personal Information

We will never sell your personal information.

We may use personal information for the following purposes:

- To provide, administer, maintain, improve and/or analyze the Applications;
- To provide you with support services;
- To communicate with you including discussing the opinions to user the Applications;
- To develop new features and services;
- To prevent fraud, criminal activity, or misuses of our services, and to ensure the security of our IT systems, architecture, and networks; and
- To comply with legal obligations and legal process and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third parties.

Collective Data: We might combine personal information to create aggregated data sets. This aggregated data helps us assess our Applications' performance, enhance existing features, and introduce new ones. Periodically, we may examine the overall patterns and traits of our Applications' users. We then might share summaries of these user statistics with third parties, disclose such collective insights, or make this compiled information widely accessible.

Marketing and advertising. We, our service providers, and our third-party advertising partners may collect and use personal information for the following marketing and advertising purposes:

- **Direct marketing.** We may send you direct marketing communications, by email or otherwise, as permitted by law. See [Your Privacy Rights and Choices](#) below for information on how to stop receiving direct marketing communications.
- **Interest-based advertising.** We engage our advertising partners, including third party advertising companies (such as Google) and social media companies, to display ads around the web. These companies may use cookies and similar technologies to collect information (including, subject to our Cookie Policy, the automatically-collected data

described above) about your interactions over time across our Applications, our communications, and other online services, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. For more information, please visit our [Cookie Policy](#).

Except where consent is required, we undertake such marketing and advertising on the basis of our legitimate business interests. Where we seek your consent, you may withdraw your consent at any time.

How We Share Personal Information

We share personal information with the following categories of recipients:

- Within Legalfy.
- Companies and individuals that help us deliver our services to you.
- Professional service providers who help us run our business and provide support services to us, such as marketing companies, including email providers and mobile marketing providers, software vendors, and consultants.
- Advertising partners, including for the interest-based advertising purposes described above.
- Government and law enforcement agencies and private parties, as we believe in good faith to be necessary and appropriate to (i) comply with a legal process, subpoena, order, or other legal or regulatory requirement; (ii) enforce our terms of use or other policies; (iii) pursue available legal remedies or defend legal claims; or (iv) otherwise for the compliance and protection purposes described above.
- Acquirers and other relevant participants in business transactions (or negotiations for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Legalfy (including, in connection with a bankruptcy or similar proceedings).
- Other users: certain actions you take may be visible to other users of our services.

We may anonymize your personal information and share such anonymized information with third parties for any purpose permitted by applicable laws.

Our Security Measures

We use appropriate technical and organizational safeguards designed to protect your information from unauthorized use, disclosure, and loss. We use encryption technology, including current industry-standard encryption protocols, to protect personal information in certain areas of our Applications during transmission across the Internet. We use PCI-compliant payment service providers. If you have questions about the security of your information, please [Contact Us](#).

We encourage you to take reasonable measures to protect your password and your computer to prevent unauthorized access to your account. Remember to sign out of your account and close your browser window if you are using a shared computer in a public place.

Data Retention

We will keep your information for as long as you have an account or as long as we need it to fulfill the purpose for which it was collected or disclosed to you at the time of collection. We may also keep some of your information as required to meet legal or regulatory requirements, resolve disputes, prevent fraud or abuse, enforce our terms of use, or for other legitimate business purposes.

When we no longer have a need to keep your information, we will either delete it from our systems or anonymize it so that it no longer identifies you.

Children's Privacy

The Application is not directed to children, and we do not knowingly collect information from children under 16. If you are a parent or guardian and believe that we have information about your child, please contact us as described in the [Contact Us](#) section below.

Your Privacy Rights and Choices

To request access, deletion, rectification, restriction, or portability of your personal information, please contact us at help@legalfy.ai. We reserve our right to limit our facilitating such requests to that which is required by applicable law.

In order to protect your personal information from unauthorized access, deletion, rectification, or restriction we may require you to verify your identity before we will process any request to know or delete personal information. If we cannot verify your identity (and, where applicable, proof of residency) to our satisfaction, we will not provide or delete your personal information.

You may submit a request to know or delete your personal information through an authorized agent. Such an agent must present signed written authority to act on your behalf and must be able to verify your identity (and, where applicable, proof of residency) to our satisfaction.

We will not discriminate against you for making any such request.

Limits on your choices. In some instances, your choices may be limited, such as where fulfilling your request would impair the rights of others, our ability to provide a service you have requested, or our ability to comply with our legal obligations and enforce our legal rights. If you are not satisfied with how we address your request, you may submit a complaint by contacting us as provided in the [Contact Us](#) section below.

Information for Visitors from Outside of the United States

Legalfy is headquartered in the United States. We may transfer your personal information to our affiliates and service providers in the United States and other jurisdictions. Please note that data protection laws of the United States and other jurisdictions may not be as comprehensive as those laws or regulations in your country or may otherwise differ from the laws in your country.

When we engage in cross-border data transfers, we will ensure that relevant safeguards are in place to afford adequate protection for personal information, and we will comply with applicable data protection laws. For example, where our Application targets individuals in the European Economic Area, Switzerland or the United Kingdom, we may rely on an EU Commission or UK government adequacy decision or on contractual protections for the transfer of personal

information. For more information about how we transfer personal information internationally, please contact us as set out in the [Contact Us](#) section below.

Changes to this Privacy Policy

We may change this Privacy Policy from time to time, including to reflect new ways that we process your information. When we post modifications to this Privacy Policy, we will revise the "Last Updated" date at the top of this page. The modified Privacy Policy will be effective immediately upon posting.

Cookie Policy

A cookie is a tiny piece of data that websites you browse send to your computer to identify you. These cookies track your activities on the site, allowing us to tailor your experience by learning your preferences. They're also employed for functions like remembering your login details for our Applications. Beyond the cookies set by Legalfy and those from our service providers, third-party cookies, such as those from Google for analytics, may also be placed on your device. These cookies from third parties are beyond our control, so we advise consulting the respective third-party service providers' websites for additional details about these cookies. By utilizing our Applications, you consent to our use of cookies for these purposes:

Essential Cookies: these cookies enable you to move around the website and use its features and access secure areas of the website.

Performance and Analytics Cookies: Utilize tools like Google Analytics to monitor visited pages and accessed content, helping identify popular content and enhance site performance. While these cookies mainly collect aggregated and anonymous statistics, they may also capture limited identifiable details, such as order IDs.

Functional Cookies: these cookies remember the choices you make, such as language selections or the region you are in. These cookies are deleted automatically when you close your browser or the session expires, but can help make your experience more personal.

If you'd rather not receive cookies, you have the option to disable them altogether. Alternatively, you can set your computer to alert you each time a cookie is sent. To do either, you'll need to modify the settings in your web browser (like Chrome, Safari, Firefox, Edge, or another). There

are also software solutions that can handle cookie management for you. It's important to note, though, that opting out of cookies might restrict the features and capabilities available to you through our Applications.

Contact Us

Legalfy LLC is the entity responsible for your personal information.

Please don't hesitate to contact us at help@legalfy.ai, or in writing at:

Attention: Legal Department

Legalfy

1430 South Dixie Highway Suite 105

Coral Gables, FL 33146 USA

Privacy Snapshot

Here is a high-level snapshot of our privacy practices, but you need to read the entire [Privacy Policy](#) for complete information.

Personal Information Category	Personal Information Sources	Personal Information Use	Personal Information Sharing
Technical	We gather technical information from you via your interactions with our Applications.	We employ technical information for analytical purposes and, in certain instances, for moderating and safeguarding against fraud and malicious behavior.	We share technical information with our affiliates and providers of analytics services.
Social	We may gather social information from you during your interactions with our social media pages.	We may use social information to run analytics and to communicate with you.	We may share social information to our affiliates.

Communication	We collect communication information directly from you.	We employ communication information for providing our Applications and communicating with you.	We share communication information to our affiliates and service providers.
Payment	We may collect payment Information from you.	We may use payment information to process your payment including through the use of a third-party payment processor.	We may share payment information to our affiliates and third-party payment processors.
Support	We may collect support information from you in providing your support in your use of the Applications.	We employ support information for providing support, Applications enhancements, and in rcommunicating with you.	We may share support information to our affiliates.