

RICH ATTORNEY CONFERENCE

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Privacy Policy

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1) Scope and Application

Rich Attorney Conference ("RAC," "our" or "we") wants you to be familiar with how we collect, use and disclose information from and about you. This Privacy Policy describes our practices in connection with information collected through services such as websites, mobile sites, applications ("apps"), and widgets that link to this privacy policy (collectively, the "RAC Services"). California residents, please see the California Consumer Privacy Act Notice in Section 8 below. By using RAC Services, you agree to the terms and conditions of this Privacy Policy.

As set forth in our [Terms of Use](#), the RAC Services are for a general audience, are not targeted to children, and do not knowingly collect personal information from children under 13 years of age. This Privacy Policy applies to all users, including both those who use the RAC Services without being registered with or subscribing to a RAC Service and those who have registered with or subscribed to a RAC Service. This Privacy Policy applies to our collection and use of your personal information (i.e., information that identifies a specific person, such as full name or email address). It also describes generally our practices for handling non-personal information (for example, interests, demographics and services usage).

2) Collection of Information

RAC and our service providers may collect the following information from and about you:

Registration Information is the information you submit to register for a RAC Service, for example, to create an account, post comments, receive a newsletter, or enter a contest or sweepstakes. Registration Information may include, for example, name, email address, gender, zip code, household income, political views, and birthday.

Public Information and Posts consist of comments or content that you post to the RAC Services and the information about you that accompanies those posts or content, which may include a name, user name, comments, likes, status, profile information and picture. Public Information and Posts are always public, which means they are available to everyone and may be displayed in search results on external search engines.

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Information from Social Media. If you access or log-in to a RAC Service through a social media service or connect a RAC Service to a social media service, the information we collect may also include your user ID and/or user name associated with that social media service, any information or content you have permitted the social media service to share with us, such as your profile picture, email address or friends lists, and any information you have made public in connection with that social media service. When you access the RAC Services through social media services or when you connect a RAC Service to social media services, you are authorizing RAC to collect, store, and use such information and content in accordance with this Privacy Policy.

Activity Information. When you access and interact with the RAC Services, RAC and its service providers may collect certain information about those visits. For example, in order to permit your connection to the RAC Services, our servers receive and record information about your computer, device, and browser, including potentially your IP address, browser type, and other software or hardware information. If you access the RAC Services from a mobile or other device, we may collect a unique device identifier assigned to that device, geolocation data (including your precise location), or other transactional information for that device.

Cookies and other tracking technologies (such as browser cookies, pixels, beacons, and local storage, including cookies) are comprised of small bits of data. Our websites, apps and other services send this data to your browser when you first request a web page and then store the data on your computer or other device so the website or app can access information when you make subsequent requests for pages from that service. These technologies may also be used to collect and store information about your usage of the RAC Services, such as pages you have visited, and the video and other content you have viewed. Other parties that support the RAC Services by serving advertisements or providing services, such as allowing you to share content or tracking aggregate RAC Services usage statistics, may also use these technologies to collect similar information when you use the RAC Services or other parties' services. Those parties may also use these technologies, along with activity information they collect, to recognize you across the devices you use, such as a mobile device and a laptop or other computer. RAC does not control these technologies and their use is governed by the privacy policies of parties using such technologies.

Your browser may be initially set to accept cookies, but you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether.

In for Do Not Track Signals. At this time we do not respond to browser 'Do Not Track' signals, as we await the work of interested stakeholders and others to develop standards for how such signals should be interpreted.

3) Use and Disclosure

We may use the information we collect from and about you to provide the RAC Services and features to you, including: to measure and improve those RAC Services and features and to develop new products and services; to improve your experience with both online and off-line RAC Services by delivering content you will find relevant and interesting, including advertising and marketing messages; to allow you to comment on content, and participate in online games, contests, other promotions, or rewards programs; to provide you with customer support and to respond to inquiries. In order to provide you with content and advertising that is more interesting and relevant to you, we may use the information from and about you to make inferences and predictions about your potential areas of interest.

We use the information we collect from and about you for these additional purposes:

- **To allow service providers to assist us in providing and managing the RAC Services.** The information we collect from and about you may be made available to certain service providers, such as

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contractors, analytics and other measurement companies, agents or sponsors, who help us analyze and understand your use of the RAC Services, and manage and/or provide the RAC Services.

- **To contact you.** RAC may periodically send promotional materials or notifications related to the RAC Services. If you want to stop receiving promotional materials, you can follow the unsubscribe instructions at the bottom of each email.
- **To protect the rights of RAC and others.** There may be instances when RAC may use or disclose your information, including situations where RAC has a good faith belief that such use or disclosure is necessary in order to: (i) protect, enforce, or defend the legal rights, privacy, safety, or property of RAC, our RAC Affiliates, or our or their employees, agents and contractors (including enforcement of our agreements and our terms of use); (ii) protect the safety, privacy, and security of users of the RAC Services or members of the public; (iii) protect against fraud or for risk management purposes; (iv) comply with the law or legal process; or (v) respond to requests from public and government authorities.

4) Security

RAC uses commercially reasonable administrative, technical, personnel, and physical measures designed to safeguard information in its possession against loss, theft and unauthorized use, disclosure, or modification. However, no one can guarantee the complete safety of your information.

5) User Access and Control

If you would like to access, review, correct, update, suppress, delete, or otherwise limit our use of your personal information you have previously provided directly to us, you may contact us as outlined in Section 7; or using the mechanisms provided below. In your request, please include your email address, name, address, and telephone number and specify clearly what information you would like to access, change, update, suppress, or delete. We will try to comply with your request as soon as reasonably practicable and consistent with applicable law.

If you are a resident of California, please see the section entitled "California Consumer Privacy Act Notice," below, for more information about the rights you have under California law.

6) Other Important Information

Updates to Privacy Policy. RAC may modify this Privacy Policy. Please look at the Effective Date at the top of this Privacy Policy to see when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the RAC Services.

Location of Data. The RAC Services are hosted in and managed from the United States. If you are a user located outside the United States, you understand and consent to having any personal information processed in the United States or in any other country in which we have facilities or in which we engage service providers. United States and other countries' data protection laws may not be the same as those in your jurisdiction. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in the United States may be entitled to access your personal information.

Collection of Personal Financial Information by a Payment Service. In some cases, we may use an unaffiliated payment service to allow you to purchase a product or make payments ("Payment Service").

Data Retention. We will retain your information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law.

7) Contact Us

If you have questions about this Privacy Policy, please contact us at:

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8) California Consumer Privacy Act Notice

This California Consumer Privacy Act Notice Section provides information for California residents in connection with the California Consumer Privacy Act ("CCPA"). Under the CCPA, and for purposes of this Section, "Personal Information" generally means information that identifies, relates to, or describes a particular California resident and includes the categories listed below. This Section 8 provides details about the categories of Personal Information of California residents that we have collected, disclosed, or "sold" during the last 12 months, as well as rights California residents have under California law. Please note that the CCPA definition of "sale" does not include, for example, the transfer of Personal Information as an asset that is part of a merger, bankruptcy, or other similar transaction involving of all or any portion of our business.

Sources of Personal Information. We collect this Personal Information directly from California residents themselves, as well as from social media platforms (e.g., if the individual has connected a social media account to a RAC Digital Property); joint marketing, co-branding, co-promotional, or advertising partners; RAC Affiliates; and sources of demographic and other information. Depending on the individual's interactions with us, RAC may not have collected Personal Information from each of these categories of sources.

Purposes.

We may use this Personal Information for the following purposes:

- to operate, manage, and maintain our business;
- to provide our products and services;
- to accomplish our business purposes and objectives, including:
 - developing, improving, repairing, and maintaining our products and services;
 - personalizing, advertising, and marketing our products and services;
 - conducting research, analytics, and data analysis;
 - maintaining our facilities and infrastructure;
 - quality and safety assurance measures;
 - conducting risk and security controls and monitoring;
 - detecting and preventing fraud;
 - performing identity verification;
 - performing accounting, audit, and other internal functions;
 - complying with law, legal process, and internal policies;
 - maintaining records; and
 - exercising and defending legal claims.

Depending on the California resident's interactions with us, RAC may not have used Personal Information collected about that resident for each of these purposes.

California Rights. If you are a California consumer, you have the following rights:

(1) Right to Know. You have the right to request that we disclose to you the following information:

- The categories of Personal Information we collected about you and the categories of sources from which we collected such Personal Information during the 12 months prior to your request;
- The specific pieces of Personal Information we collected about you during that time period;
- The business or commercial purpose for collecting, disclosing, or selling Personal Information about you;

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- o The categories of Personal Information about you that we sold and the categories of third parties to whom we sold that Personal Information; and
- o The categories of Personal Information about you that we otherwise shared or disclosed and the categories of third parties with whom we shared or disclosed that Personal Information.

To make a request for your Personal Information, please email us. You will need to provide your name and email address, along with other details about your request. You will then receive verification instructions by email. For certain requests, you will be asked to authenticate to your account as part of the verification process, if you have an account/profile with us. But you do not need to have an account/profile to submit a request. In some circumstances, we may need additional information from you to verify your identity or proceed with your request.

You can use an authorized agent to submit a request for your Personal Information. When submitting a request online, your authorized agent should select the "Other" option on the form and, in the field provided, include your name, your email address, and whether or not you have an account/profile with us. In addition to verifying your identity, as described above, we also will need to verify your authorized agent's ability to act on your behalf (e.g., by receiving a copy of your signed permission). Once verification is complete, we may communicate directly with you for privacy and security reasons.

Please note that, in some instances, we may decline to honor your request, where, for example, we are unable to verify your identity or an exception to this right applies.

(2) Right to Request Deletion. You have the right to request that we delete Personal Information we collected from you.

To make a request for deletion, please email us. You will need to provide your name and email address, along with other details about your request. You will then receive verification instructions by email. For certain requests, you will be asked to authenticate to your account as part of the verification process, if you have an account/profile with us. But you do not need to have an account/profile to submit a request. Please note that you also will be asked to separately confirm that you would like to proceed with your deletion request. In some circumstances, we may need additional information from you to verify your identity or proceed with your request.

You can use an authorized agent to submit a request for deletion. When submitting a request online, your authorized agent should select the "Other" option on the form and, in the field provided, include your name, your email address, and whether or not you have an account/profile with us. In addition to verifying your identity, as described above, we also will need to verify your authorized agent's ability to act on your behalf (e.g., by receiving a copy of your signed permission). Once verification is complete, we may communicate directly with you for privacy and security reasons.

Please note that, in some instances, we may decline to honor your request where, for example, we are unable to verify your identity or an exception to this right applies.

(3) Right to Opt-Out of Sale. We do Not Sell YOUR Personal Information.

(4) Right to be Free from Discrimination. You have the right to be free from unlawful discrimination for exercising your rights under the CCPA.