

# California Notice at Collection

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*Effective Date: January 4, 2024*

This Notice at Collection (“Notice”) applies to California residents and describes how Nelson, Mullins, Riley & Scarborough LLP and its affiliated businesses (collectively, “Nelson Mullins”) collects, uses, and retains information that relates to California residents (“Personal Information”). We encourage you to read this Notice carefully as it describes our information practices and explains what data rights you may have under California law.

For more information about our information practices, please visit our Privacy Policy. If you have a disability that prevents or limits your ability to access this notice, please contact us as at 1.800.237.2000 or [info@nelsonmullins.com](mailto:info@nelsonmullins.com). We will work with you to provide this Notice in an alternative format.

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## 1. Personal Information We Collect.

The types of Personal Information we collect about you depends on how you interact with us and are further described below. Please note that Nelson does not collect “sensitive personal information” as that term may be defined by applicable law.

**a) Information You Voluntarily Provide to Nelson Mullins.** We collect Personal Information that you voluntarily provide to us. This includes, for example, Personal Information you provide when contacting us (including when contacting us on behalf of your employer to obtain our legal services); requesting client alerts, timely updates, event invitations, newsletters, or other informative materials; registering for a webinar or event; filling out a form; responding to a survey; submitting a message through our sites; asking to be contacted by us; or otherwise communicating with us.

- **Identifiers**, such as your name, physical address, email address, telephone number, signature, government-issued identification numbers, and account credentials (e.g., username) if you access or use a Nelson Mullins online service, or other similar identifiers.
- **Demographic Information**, which may include information about protected classifications, such as your age, gender, race, or national origin.
- **Professional and Educational Information**, such as your current or previous employers, your job title, or other information about the organization with which you are affiliated. You might also provide information about your professional qualifications or your education, such as your bar information, degrees, fields of study, the institutions you’ve attended, professional memberships, qualifications, and certifications.

- **Health Information**, such as accessibility requirements and dietary restrictions.
- **User Content**, such as comments or other material you post to our social media pages, blogs, or other forums on our Services.
- **Preferences**, such as your stated interests, how frequently you wish to receive our newsletters, or other communications.

**b) Information We May Generate or Collect Automatically.** We may generate or automatically collect certain types of Personal Information when you interact with us and our Services. The type of Personal Information we collect in this context may include:

- **Identifiers**, such as information that uniquely identifies you or the device through which you interact with our Services, such as your name, e-mail address, username, cookie identifiers, mobile advertising identifiers, and other unique identifiers.
- **Device Information**, such as information pertaining to the device through which you interact with our Services, such as your IP address, the type of device used to interact with the Services, that device's operating system and version, MAC address, user settings, or your browser type.
- **Commercial information**, such as record of services you obtained from us, including on behalf of an organization you are affiliated with.
- **Internet or other electronic network activity information**, such as your browsing history, search history, and information regarding your interactions with us and our Services, which may include pages that you visit before, during and after using our Services, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our Services.
- **Geolocation Information**, such as the region or general location where your computer or device is accessing the internet.
- **Audio and Visual Information**, such as your voice and likeness as captured in photographs, video, or audio recordings if you attend our events, visit our offices, or leave us a voicemail.
- **Inferences** drawn from other Personal Information we collect about you that may relate to your preferences or other matters.

We and our service providers or third parties engaged on our behalf may use cookies, pixel tags, or similar tracking technologies ("Collection Technologies") to gather the information described above when you use, access, otherwise interact with our Services. Below we have described how we use Collection Technologies and the choices you may have.

**c) Information We Collect from Other Sources.** We may obtain Personal Information from other sources, such as our clients, employees, or business partners, or from business contact databases and enrichment services. We may also receive information about you from social media platforms, such as when you interact with us on those platforms or access our social media content. We may collect information about you from publicly available sources, such as public social media profiles, publications, and other websites or materials available through search engines.

We may collect the following categories of information from these other sources:

- **Identifiers**, such as name, telephone number, postal or e-mail address, and social media identifiers.
- **Professional and Educational Information** about your occupation and professional activities, such as professional licenses held, employers, business contact information, or information about your education, such as your degrees, fields of study, institutions attended, languages, professional memberships, qualifications, and certifications.
- **User Content** you post or make available online, such as your social media posts or publications.

## 2. How We Use Personal Information

We use Personal Information for a variety of purposes, including to conduct our business and to provide you with the best products, services, and experiences possible. We know transparency is important so below are the ways we use Personal Information.

- **To provide you with access to the Services**, including to operate, troubleshoot, and improve our websites, mobile applications, and other digital properties, and to provide the legal and other services we offer.
- **To respond to or notify you**, including when you reach out to us with a comment, request, or question; register for an event or webinar; send you legal updates and mailings, in accordance with applicable law; request legal services; or otherwise to send you technical notices, updates, security alerts, and other administrative messages.
- **To contact you and expand/maintain our list of contacts**, including to send you newsletters, legal updates, marketing communications, and other information or materials that may interest you.
- **To personalize your experiences with us**, including to remember your interests and preferences, and facilitate interactions and introductions.
- **For research and analytical purposes**, including to understanding how you use our Services, the methods you use to access our Services, and to make improvements to our Services.

- **For marketing and advertisement purposes**, including to market, provide, and assess the effectiveness of our events, promotional campaigns, publications, podcasts, and other offerings.
- **For our business purposes**, including to operate and improve our business and Services, internal administration, data analysis, billing, detecting, preventing, and responding to actual or potential fraud, illegal activities, or intellectual property infringement, and for any other business purpose permitted by law.
- **For legal, fraud prevention, and safety purposes**, including to defend or protect us, you, our client, or third parties, from harm or fraud of theft, in connection with an investigation of suspected or actual illegal activity, or in legal proceedings; maintain the security of our clients, employees, and property; respond to court orders, lawsuits, subpoenas, and government requests; address legal and regulatory compliance; and notify you of any other legal or safety issues.
- **For purposes that you have otherwise consented to**, including at the time the Personal Information is collected.

**We do not sell or share your Personal Information under any circumstances.**

### **3. Retention of Personal Information.**

We retain your Personal Information for the period necessary to fulfill the purposes outlined in this Notice at Collection unless a longer retention period is required or permitted by law. Please note that in many situations we must retain all, or a portion, of your Personal Information to comply with our legal obligations, resolve disputes, enforce our agreements, to protect against fraudulent, deceptive, or illegal activity, or for another one of our business purposes.

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### **Contact**

For questions, comments or inquiries regarding the collection, processing and storage of your Personal Information by us, please contact us via e-mail or phone at:

[info@nelsonmullins.com](mailto:info@nelsonmullins.com)

1.800.237.2000

or in writing to:

Daniel S. Sanders, Jr.  
General Counsel  
201 17th Street NW | Suite 1700  
Atlanta, GA 30363  
United States of America