

## Privacy Statement

This privacy statement was last revised on **December 17, 2007**. To contact us, please go to “How To Contact Us” in the table of contents below.

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## **WELCOME TO THE ERIK M. PELTON & ASSOCIATES, PLLC PRIVACY POLICY**

**Who We Are**

Erik M. Pelton & Associates, PLLC provides legal services in the matter of trademarks, copyright, and online business. In this privacy statement, we may refer to ourselves as “EMP&A,” “we,” or “us.” In each case, we are referring to Erik M. Pelton & Associates, PLLC. We maintain websites at [www.erikpelton.com](http://www.erikpelton.com) and [www.tm4smallbiz.com](http://www.tm4smallbiz.com), which we use to present information about ourselves to the public, and communicate with clients and people or organizations interested in our services. When we talk about the website in this policy, we will use the term “our website.”

## **How To Contact Us**

We welcome your comments regarding this privacy statement, and our privacy practices. If you have questions about this statement or believe that we have not adhered to it, please contact us. You can contact us by email, by phone, or by regular mail.

**email:** [info@tm4smallbiz.com](mailto:info@tm4smallbiz.com)

**phone:** 703-525-8009

**mail:** Erik M. Pelton & Associates, PLLC  
PO Box 100637  
Arlington VA 22210

## **What This Document Is**

This document is our Privacy Statement. It states what information we collect from users of our website, how we use that information, who we share it with, how you can access or change your information, how you can contact us, and other important information about how we safeguard our users’ privacy. This statement is incorporated into our “terms of use,” which is the contract that governs our relationship with you, whether you are a visitor to our website, or a user of our software. PLEASE NOTE: There are very important terms and conditions governing our relationship that are found in our “terms of use,” that are not repeated here in our privacy statement because they do not relate to data collection or privacy. To see the terms and conditions that govern our relationship with you, go to [http://www.erikpelton.com/term\\_of\\_use/](http://www.erikpelton.com/term_of_use/)

## **Our Commitment to Children’s Privacy**

We do not represent children under the age of 13. Therefore we do not knowingly collect or maintain personal information from children under the age of 13, and no part of our website is structured to attract anyone under 13. If you believe that we have stored personal identification about a child under the age of 13, please contact us so that we can investigate, and delete any personal information we may inadvertently have stored about a child under the age of 13.

## **HOW WE COLLECT YOUR INFORMATION**

## **Information We Collect**

We collect certain technical information about every visitor to our website, and both Administrators and Participants who use our software. This information is standard information that a visitor's browser sends to every website the user visits, such as the computer's IP address, browser type and language, access times, and the address of the website the browser left to come to our site.

For visitors who submit a request online for us to handle a matter on their behalf, we collect personally identifiable information including name, phone number, email address, physical address and credit card information.

## **Technologies We Use**

Our software uses log files to allow you to view the site. A log file is a file we maintain on our servers, that lists technical information about people who visit our site. It is in the log file that we store the technical information we described above, that is, IP address, browser type, language, and referring web page.

## **HOW WE USE YOUR INFORMATION**

### **The Way We Use Information**

We do not use or share the personal information you provide to us online other than as described below without first giving you a chance to opt out, or otherwise prohibit such unrelated uses. We will not sell any of your personal information.

We use the personal information you provide to us online:

- To ensure our website is relevant to your needs by evaluating the effectiveness of our products and services.
- To deliver services, such as newsletters.
- To help us create and publish content.
- To alert you to special offers, updated information and other new services.

For any of the uses of your information that we describe above, you may opt out, and forbid our use of the information for that purpose, by calling, mailing, or emailing us. To find our contact information, please see the "Contact Us" section of this statement. The only information a user cannot opt out of is service updates, which are important notices about the status of the software.

### **Sharing of Your Information**

We do not sell personal information. We also do not share your information with any third parties except under the following very limited circumstances:

- (a) **As you Explicitly Allow:** We may share information about you as you explicitly allow us to.
- (b) **Agents Acting on Our Behalf:** We may share some of your information with other business partners who provide us with technical services. They will be granted access to only that information which is necessary for them to do their jobs. Any agents to whom we grant access to your information are contractually barred from using or releasing that information outside of the specific task we have asked them to perform. We have various agreements, policies, safeguards and certifications to ensure that these agents do not sell, deistribute or use this information.
- (c) **For Legal Reasons:** We may disclose your information pursuant to judicial or other government subpoenas, warrants, or orders. We may also disclose your information if it is required to comply with the law, or with legal process served upon us, defend our legal rights or our property, or to act in urgent circumstances to protect the personal safety of our clients, employees, partners, or members of the public.
- (d) **Acquisition:** We may share information in the event of an acquisition of our company, merger of our company with another, or acquisition by our company of another. We will notify you if your information becomes subject to a different privacy policy.

### **Links to Third Party Sites**

Our website contains links to other sites. We are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by our website or our software.

## **HOW WE KEEP YOUR INFORMATION SAFE**

### **Our Commitment to Data Security**

Our website and our software both have security measures in place to help protect against the loss, misuse, and alteration of the data under our control. We use Secure Socket Layer (SSL) technology to protect information using both server authentication and data encryption to help ensure that your information is safe, secure, and available only to you. This safeguard helps prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of your information.

## **HOW YOU CAN MAKE CHANGES AND HOW WE MAKE CHANGES**

### **How To Access Or Correct Your Information**

To get a complete record of the personal information associated with your account, or to change any of that information, please contact us by email at [info@tm4smallbiz.com](mailto:info@tm4smallbiz.com)

### **Opt-Out Policy**

We offer our visitors and customers a means to choose how we may use information provided. If, at any time after submitting a trademark application request, you change your mind about receiving information from us or about sharing your information with third parties, send us a request specifying your new choice. Simply email, call or write us. You can find our contact information in the “Contact Us” section at the end of this statement.

From time to time we may send promotional materials or newsletters by email, as described above in “The Way We Use Information.” Any email you receive from us will include an “unsubscribe” link that you can use to prohibit us from sending any additional information, and our postal address.

### **Changes to This Statement**

We will occasionally update this privacy statement to reflect changes in our services and customer feedback. When we post changes to this statement, we will revise the “last revised” date at the top of this statement. If there are material changes to this statement, or material changes in the way we use your personal information, we will notify you either by prominently posting a notice of such changes prior to implementing them, and giving you the option to opt-out of the new policy or procedures, or by sending you a notification of the changes directly, prior to implementing them. We encourage you to periodically review this statement to stay informed about how EMP&A collects and uses your private information.