

Privacy Policy

RELIAGUIDE.COM, ZEEKBEEK.COM AND CLOUDLAWYERS.COM (collectively the “Site,” “service” or “services”) is owned and operated by CloudLaw, Public Benefit Corporation, a Delaware corporation (f/k/a CloudLaw, Inc.) (referred to in this privacy policy as “CloudLaw”, “CloudLawyers”, “RELIAGUIDE”, “Zeekbeek”, “ReliaGuide.com”, “Zeekbeek.com”, “Cloudlawyers.com”, “we”, “us” or “our”).

CloudLaw is committed to protecting and safeguarding your personal data. At CloudLaw we take reasonable and professional efforts to protect customers' interests and are transparent about how we use our customer's data.

This privacy policy applies to all users of our Sites and services. This document describes how we use and process your data. This document details how to contact CloudLaw if you have questions about your data.

This Privacy Policy applies to our Sites and services on which we display or post a direct link to this privacy policy. This privacy policy does not apply to those sites and services that do not display or link to this privacy policy, or that have their own privacy policies.

This Privacy Policy is part of both the RELIAGUIDE.COM Consumer User Agreement, which can be viewed in full by [clicking here](#) and the RELIAGUIDE.COM Lawyer User Agreement, which can be viewed in full by [clicking here](#). These agreements are referred to collectively as the “**Agreements.**” If there is a conflict between the Agreements and this Privacy Policy, the Agreements shall prevail.

IF YOU DISAGREE WITH THIS PRIVACY POLICY, YOU SHOULD DISCONTINUE USING OUR SITE AND SERVICES.

What kind of personal information does CloudLaw collect directly from users?

Personal information is any information that can be used to identify, locate or contact an individual. That includes information that relates to, describes and is capable of being associated or linked with you, directly or indirectly. When you interact with the Site and services, we may collect the following personal information directly from you.

USER-NOT LOGGED IN

In order to contact a lawyer through the Site without registering for a profile, CloudLaw may ask for:

1. Name: first name and last name
2. Contact information: email, telephone number, and zip code
3. Opposing party
4. Type of legal matter

USER-LOGGED IN

When a user creates an account and establishes a profile, the following information may be collected:

1. Account or Registration Information: first name, last name, email address, user account name, and password
2. Contact Information: address, email address, telephone numbers
3. Personal Profile: photographs
4. Transaction Information: how you interact with the Site and services, email, other communications, and applications, and how you interact with business partners, service providers and third parties
5. Geographic Location Information: if you use a device that transmits location data and/or your IP address and you have activated a location-enabled Site or service
6. Survey Data
7. Appointment Information
8. Access to Your Data: data is only accessed for certain services, tools, or if you authorize us to retrieve information from another database, user, service provider, or other third party on your behalf
9. Your Submissions

USER-LAWYER

In addition to the above, CloudLaw collects the information below from lawyer users:

1. Additional Contact Information: business name, business address, corporate website URLs, social media website user account names, office telephone number, and fax numbers
2. Payment information to process payments, including your credit or debit card number, expiration date, and card verification, and billing address
3. Personal Profile: photographs, biographical and or demographic information
4. Employment history/Background: job title, work history, license information, employment background, law school, mediation certification, case examples, speaking engagements, and awards
5. Other information made available to CloudLaw by or on behalf of the User-Lawyer, including for example, blogs, educational material, online groups and forums

What information does CloudLaw collect from partner bar associations?

All information that the bar association has that is not confidential. Such information may include the following:

1. Member Lawyer Userid/Username
2. Member Lawyer Name
3. Member Lawyer Contact Information including business website urls and social media urls
4. Member Lawyer Law School
5. Member Lawyer Licensing Information
6. Member Lawyer Employment Biography
7. Member lawyer Practice Areas
8. Member lawyer photographs

9. Member lawyer membership in sections, committees or leadership groups
10. Setting Preferences

Personal data we receive from other sources.

We might receive information about you from other sources. These include business partners, affiliate partners, bar associations of which you are a member, subsidiaries, or affiliates of CloudLaw, and other independent third parties. Anything we get from them can be combined with information provided by You. For example, license information and contact information is provided by our bar association partners to populate business profiles for user-lawyers. We also integrate third party service providers to facilitate payments and may be provided additional billing information.

What is other information that is automatically collected?

CloudLaw or our third-party service providers may collect and store certain technical information.

Cookie policy

WHAT IS A COOKIE?

A cookie is a small amount of data that's placed in the browser of your computer or on your mobile device. RELIAGUIDE.COM can then read the cookies whenever you visit our Site.

HOW WE USE COOKIES

We use cookies and similar technologies, including mobile device identifiers, to help us recognize you when you log into our Site. By accessing the Site, you are consenting to the placement of cookies and other similar technologies in your browser in accordance with this Privacy Policy and our Terms of Use.

We may use cookies in a number of ways, such as to save your password so you do not have to re-enter it each time you visit our Site, to deliver content or advertising specific to your interests and to track the pages you have visited, referring/exit pages. Other uses for cookies include but are not limited to web requests, IP Address, date and time you accessed our services, number of clicks, domain names, landing pages, the hardware, software, or internet browser you used and information about your computer's operating system, such as application versions and language settings. On mobile devices, we might also collect data that identifies your mobile device, device-specific settings and characteristics, location, details, and other system activity.

These cookies allow us to use the information we collect to customize your experience so that your visit to our Site is as relevant and as valuable to you as possible. You may modify and control how and when cookies are set through your browser settings. Most browsers offer instructions on how to reset the browser to accept all cookies, reject all cookies, erase cookies or a variation of these options or notify you when a cookie is set, in the "Help" section of the toolbar. We may link this information to information that you submit while on our Site, which does allow you to be personally identified.

CloudLaw may adopt other technologies that serve similar functions as cookies. If so, we will disclose it in this privacy policy.

WEB BEACONS

Our Site may use electronic images known as web beacons also called single-pixel gifs (more commonly known as tags, tracking bugs or pixel trackers) which are used along with cookies to compile aggregated statistics to analyze how and for what purpose our Site is used, and the sites of selected sponsors. We may also use web beacons in our emails to let us know which emails and links have been opened by recipients. This allows us to gauge the effectiveness of our customer communications and marketing campaigns. We do not share personally identifiable information with any third-party advertisers, but we may show you sponsored content from our partners and affiliates.

CLICKSTREAM

The Site may allow for the use of clickstream data collection. Clickstream analysis is the process of collecting, analyzing, and reporting aggregate data about which pages visitors visit and in what order based on mouse clicks each user makes. Clickstream analysis is useful for web activity analysis and other functions that help us, our affiliates, and our partners to understand how you use our Site.

GOOGLE ANALYTICS

We use Google Analytics, a web analytics service provided by Google, LLC, on our Site. Google Analytics utilize tracking technologies and cookies to help us analyze how users interact with and use the Site, compile reports on the Site's activity, and provide other services related to Site activity and usage. The Google technologies may collect information such as your IP address, time of visit, device used, browser used, whether you are a return visitor, and any referring website. We do not use Google Analytics to gather information that personally identifies you and we make no attempt to reidentify users. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's privacy policies. You can opt-out of Google Analytics by using [Google Analytics Opt-out Browser Add-on](#). Additionally you can opt-out of Google Analytics for Display Advertising and customize ads from Google's Display Network in Google's [Ad Settings](#). For more in-depth information about how to opt-out of tracking by Google Analytics and Google's partner services click [here](#).

THIRD PARTY COOKIES

The use of cookies and similar technologies by our partners, affiliates, and service providers is not governed by this privacy policy. We do not have access or control over these cookies or tracking technologies.

DO NOT TRACK

Your browser or device may include 'Do Not Track' functionality. We currently do not respond to "Do Not Track" browser signals. Your navigation on this Site and services may be tracked according to the information collection and disclosure practices described above.

Why does CloudLaw collect and use your personal data?

The reason we ask for your personal details is to help you make the most of our Site and services. We use personal information to help you find lawyers and for lawyers to advertise their services. CloudLaw may also use your data to contact you and inform you about our latest deals and special offers that we think would interest you. The main uses of your personal data include:

1. Account Facilitation: Site users create an account, and we use your information to administer this account, enabling you to do a number of useful things. You can search for a lawyer. You can bookmark profiles you are interested in. You can manage your personal settings. You can also comment on publications;
2. Communication to other Site or service users: You can communicate and request appointments via private messaging or other service specific communication channels;
3. Communication to You: To send important notices, such as communications about activity on your account, changes to your account, reminders, security alerts, updates, changes to our Sites' and services' terms, conditions, or policies;
4. Reviews of Site Lawyers: After an engagement with a lawyer, you may be asked to submit a review. This follow up email asks for information about your experience finding, communicating and engaging with a user-lawyer. Users are only allowed to give reviews for lawyers they have previously engaged or are currently engaged with;
5. Online groups: We enable users with an account to join and interact with each other through online groups or forums;
6. Marketing activities: We use your information for marketing activities, including:
 - a. Using your contact information to send you news about products and services. You can easily unsubscribe from email marketing communications by changing your personal settings or clicking an "Unsubscribe" link included in each communication.
 - b. Based on your information, individualized offers might be shown on the Site. The content you see might also be personalized, such as location.
 - c. When you participate in promotional activities (such as sweepstakes, referral programs, or competitions), the relevant information is required to administer these promotions;
7. Customer Service: We provide customer service in the United States, available Monday thru Friday 9AM to 5PM Eastern Standard Time. Sharing relevant details: such as practice area information, location and contact information. We contact you via email, telephone, text or chat in a manner required by law;
8. Debugging: We use your information to identify and repair errors that impair existing intended functionality;
9. Improving our services: To solicit input and feedback to improve our Sites and services;
10. Internal purposes: To perform (or have third parties perform) audits, data analysis, statistical research or aggregate trends, research to improve our products, services and communications;

11. Contractual obligations we have with partners, service providers, affiliates and third parties;
12. Integrations: To aid in integrations with third party sites or services;
13. Fraud & Illegal Activities: To enforce Our Site's Terms of Use, or to comply with applicable law or comply with lawful requests by law enforcement;
14. Legal Disputes: We may need to use your information to handle and resolve legal disputes, regulatory investigations, and compliance.

Additional ways CloudLaw collects and uses personal data for user-lawyers:

1. Additional Account Facilitation: The Site tracks analytics to monitor Site usage, inform decisions on Site and product development, and collect data to best help user-lawyers create effective online profiles. User-Lawyers may post articles, blogs, press releases, videos (not in Georgia) and other publications which are collated by practice area and location and to assist users finding information on legal topics.
2. Communication to other Site or service users: You can communicate and respond to messages and appointments from prospective clients and your peers via private messaging or other service specific communication channels;
3. Process Payments: To carry out our obligations arising from your purchase of, or subscription to our services or other contracts entered into between you and us. To send you emails, invoices, receipts, notices of delinquency, alerting you if we need different or updated payment card information or other communications with processing and collecting payments;
4. Marketing activities: Based on your information, individualized offers might be shown on the Site. The content you see might also be personalized, such as special offers for your affiliated bar association, practice area, size of firm or location;
5. Integrations with legal third party legal technologies and software e.g. law practice management software;
6. Bar Partners: We share your information with your affiliated bar association to help manage your account. We also share your information for member research and development of new products and services, and to fulfill contractual obligations between CloudLaw and our bar partners.

In addition to the above named uses, we may use information collected from you through cookies and other tracking technologies in one or more of the following ways:

1. To remember you when you return to our Sites;
2. To understand and analyze trends, to monitor usage, and learn about user behavior;
3. To gather demographic information about our user base as a whole;
4. To conduct market research.

How do we share personal and non-personal information with service providers, affiliates and third parties?

We may share personal information with third parties in the following circumstances:

1. When you contact or schedule an appointment with a lawyer, we may share contact data and other personal information about the subject of your case;
2. When you communicate with us by email, chat or by submitting an online form through our Site and services, or otherwise submit a request through our Sites and services, the personal information you share may be shared with service providers or third parties to process or respond to your request;
3. When you purchase a product or service, we use third parties to process payments, handle chargebacks, or provide billing collection services. When either you or the holder of the credit card used to make the purchase requests a refund or chargeback, we may need to share details with the payment service provider and the relevant financial institution to handle the chargeback. We might share information with relevant financial institutions if we consider it necessary for fraud detection and prevention purposes;
4. When we engage third parties to perform services on our behalf, such as maintenance, hosting, data storage, security, analytics and data analysis, marketing, email and text distribution, customer service, surveys and sweepstakes;
5. Where necessary to comply with applicable law or regulations;
6. To defend ourselves in litigation or regulatory actions;
7. To protect the rights or property of CloudLaw and our subsidiaries, including to enforce our Sites' or services' Terms of Use.

What is the legal basis on which CloudLaw relies to process personal data?

We collect and process personal information, including sharing it with third parties, where we have a legal basis for such collection and processing. We rely on a number of legal bases, including:

1. Our legitimate business interests in providing and improving our Sites and services;
2. Where the processing of your personal information is required to protect your vital interests or those of another person, such as other users of our Sites and services;
3. Our legitimate need to prevent fraud;
4. Our legitimate interest in keeping our Site safe and secure;
5. Our partners, service providers, affiliates and third party's legitimate interest providing services;
6. Our need to comply with legal obligations, such as lawful law enforcement requests;
7. Your consent to the processing of your personal information
8. Where needed under applicable law, CloudLaw will obtain your consent before processing your data for direct marketing purposes;
9. Where the processing of personal information is necessary for the performance of a contract to which you are a party to, such as our Terms of Use and License Agreement.

If you want to object to the use of your personal data and no opt-out mechanism is available to you directly (e.g., in your account settings), contact us at support@reliaguide.com.

How does CloudLaw treat personal data about children?

CloudLaw is committed to protecting the privacy needs of children, and we encourage parents and guardians to take an active role in their children's online activities and interests. The Site does not intentionally collect information from children under the age of 18, and CloudLaw does not target its Site to children. If we learn that we have collected personal information from a child under 18, we will take steps to promptly delete it. Only persons who are more than 18 years old or an emancipated minor may use the Site. By accessing the Site, you are legally acknowledging that you are over the age of 18 or an emancipated minor. If you are under the age of 18, you do not have the legal right to access the Site. Without limiting the generality of the foregoing, our services may allow users over the age of 18 (such as guardians or parents) to submit personal information of minors. Such users assume full responsibility over their submission, use, and transmission of such information.

What security and retention procedures does CloudLaw put in place to safeguard your personal data?

We have implemented industry-standard security safeguards designed to protect the personal information that you may provide or is provided through our partners. Access to your personal data on the RELIGUIDE.COM website may be password-protected, and sensitive data (such as credit card information, if any) is protected by SSL encryption when it is exchanged between your web browser and the RELIAGUIDE.COM website. Only authorized personnel are permitted to access personal data in the course of their work.

We also periodically monitor our system for possible vulnerabilities and attacks, consistent with industry standards. You should be aware, however, that since the Internet is not a 100% secure environment, we cannot ensure or warrant the security of any information that you submit to the Site. There is also no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security and integrity of your account details, including your username and password. Please note that emails, instant messaging, and similar means of communication with other RELIAGUIDE.COM website users are not encrypted, so you should not communicate any confidential information through these means.

We will retain your personal data for as long as we deem it necessary to enable you to use our services, to provide our service to you (including maintaining your online user account- if created), to comply with applicable law, to resolve disputes with any parties, and otherwise as necessary to allow us to conduct our business, including detect and prevent fraud or other illegal activities. All personal data we retain will be subject to this privacy policy.

How can you control personal information CloudLaw has?

We want you to be in control of how your personal data is used by us. You can do this in the following ways:

1. Ask for a copy of the personal information we hold about you, up to two (2) times per year.
2. You can inform us of any changes to your personal information or you can ask us to correct any of the personal information we hold about you, though you may be able to make such changes yourself through your profile, bar association, or bar association profile.
3. In certain situations, you can ask us to erase, block, or restrict the processing of the personal data we hold about you, or object to particular ways in which we are using personal data. If you close your account, all or portions of your content may remain visible, at our sole discretion, on the Site or in our archives.
4. In certain situations, you can also ask us to send the personal data you have given us to a third party.
5. You can prevent us from sharing your personal information to third-parties by sending us a request. If you contact a lawyer on the Site you are actively agreeing to share personal information to that lawyer and law firm.

You should be aware that information that you have shared with others or that others have copied may also remain visible after you have closed your account or deleted the information from your own profile. In addition, you may not be able to access, correct, or eliminate any information about you that other users have copied or exported out of the Site, because this information may not be in our organization's control. Your public profile may be displayed in search engine results until the search engine refreshes its cache.

How can you control personal data provided by our bar partners?

You may update your personal information with the bar association of which you belong, and the changes will be sent to CloudLaw. In some jurisdictions, you may opt to hide portions of your profile or your complete profile and personal information from the public or other user-lawyers. In some jurisdictions, the bar associations have a mandate to keep a record of all the lawyers in the state and must publish personal information, such as name, contact information and license information. CloudLaw's Site may be used as the official record for the bar association, in which case certain personal information will be made public for user-lawyers in accordance with state law.

International Users

We are headquartered in the United States. Our Site and services are intended for users in the United States and hosted and administrated in the United States or hosted with cloud service providers who are head quartered in the United States. If you are located outside the United States, your access will be blocked from the Site.

California Privacy Laws

This section is provided pursuant to and supplements our privacy policy and applies if you reside in the state of California.

WHAT PERSONAL DATA IS BEING COLLECTED?

The following personal data as described under California Civil Code § 1798.140(o)(1) may have been collected:

1. Identifiers: Real name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name;
2. Personal information listed under Cal. Civ. Code § 1798.80(e);
3. Characteristics of protected classifications under California and federal law: Gender, age, sexual orientation, marital status, medical condition, military or veteran status, national origin, disability;
4. Internet network activity: Your interaction with the Site;
5. Geolocation Data: Your physical location;
6. Device Information: What type of device you are using , such as phone, tablet, or computer.

In addition to the above personal data, we also collect the below information from user-lawyers:

Professional or employment Related Information: For lawyers who use the Site we ask for license information. Lawyers can also provide employment history, cases they have worked on and relevant background information.

WHERE DO WE GET THE INFORMATION THAT IS COLLECTED?

1. Directly from users.
2. Indirectly from other users of our Site.
3. Indirectly from third-parties that interact with us in connection with the services that we perform.
4. Directly from your bar association.
5. Directly and indirectly through cookies and other technologies.

IS PERSONAL DATA SOLD OR DISCLOSED TO ANY THIRD-PARTY, SERVICE PROVIDERS OR AFFILIATES?

CloudLaw does not currently sell any data. All information above is collected for specific business purposes and only shared to service providers that have a limited use and stringent guidelines on disclosure of personal information.

HOW CAN CALIFORNIA RESIDENTS ACCESS AND DELETE THEIR INFORMATION?

In addition to the above section "How can you control personal information CloudLaw has?", users may request to access:

1. Categories and specific pieces of personal information we have collected about you;
2. Categories of sources from which your personal information is collected;
3. Business or commercial purposes for collecting your personal information;
4. Categories of personal information that we disclosed for business purposes; and

5. Categories of third-parties and service providers with whom we have shared your personal information.

In addition to the above section "How can you control personal information CloudLaw has?", users may request the deletion of their personal information, subject to certain restrictions.

Requests can be sent to us by emailing support@reliaguide.com. Please provide information to verify you are the owner of the account. Only you or a person registered with the California Secretary of State that you authorize to act on your behalf may make requests. If you are making a request through an authorized agent acting on your behalf, such authorized agent must provide proof of power of attorney delineated in Probate Code sections 4000 to 4465.

NON DISCRIMINATION

CloudLaw will not discriminate against you for exercising your rights. Users will receive equal service and price if you exercise privacy rights. We will not deny you goods or services, impose penalties, provide you with different quality, quantity, price of goods or services.

We may charge a different price or different level of service if the difference is reasonably related to the value provided by your personal information e.g. For user-lawyers, paying for Profile Plus.

Contact Us

If you have questions or concerns regarding this privacy policy, please contact us at:

CloudLaw
Attn: Privacy Policy
526 W 14th Street, Suite 253
Traverse City, MI 49684
1-844-899-9335
support@reliaguide.com

Changes to this Privacy Policy

We reserve the right to amend the privacy policy from time to time. If we make changes to the privacy policy, we will update it on this page and modify the "Last Updated" date. If we make changes which will have a significant impact on you, CloudLaw will notify you of the changes that affect you. If you disagree with the changes to this privacy policy and do not wish your information to be subject to the revised privacy policy, you will need to deactivate your account and terminate your services. Your use of the Site and services following any such change constitutes your agreement to the revised privacy policy. Please review this privacy policy when using any CloudLaw Site or service.

Last Updated: September 1, 2021