



## **Last Modified October 2024**

Welcome to the Lathrop GPM website. This Privacy Policy (“Policy”) describes how, along with our subsidiaries and affiliates (collectively “LGPM,” “LGPM, LLP,” “LGPM Foundation,” “the Firm,” “we,” “us,” or “our”) may collect, use and disclose your information when we provide legal services, engage in business communications or interact with you regarding our services (“Services”). The mere collection of information regarding you does not constitute the formation of an attorney-client relationship.

Together with our [Terms of Use](#), this Policy also governs our use of Personal Information we may collect through our website at <https://www.lathropgpm.com> (“Site”) and access through social media platforms such as Facebook, Instagram, LinkedIn or X formerly known as Twitter.

For the purposes of this Policy, “**Personal Information**” is data which identifies, describes, is associated with, or could be linked to an identified or identifiable individual, such as a name, birth date, postal address, email address, telephone number, driver’s license, SSN, or government issued identification number, credit card number or the like.

Personal Information does not include anonymous or aggregated data that can no longer be used to identify a specific person, even if combined with other data.

## **What Information May We Collect About You?**

### ***Information Collected Directly from You***

We may collect Personal Information directly from you. You might provide such information by email, or by use of forms, software, hardware, mobile applications, portals or platforms we provide (collectively, the “System”). For example, you may voluntarily provide us with Personal Information when you interact with us as a current, prospective, or former client, sign up for a newsletter or mailing list, send us an email, fill out a form, register for an event, apply for a job, or interact with us on social media.

The types of Personal Information we may collect from various sources include:

- **Clients.** If you are a client of our firm, we collect your name, contact details, payment information and any other information you provide to us or we otherwise obtain from third parties (e.g., from public bodies, from the opposing party etc.) when providing legal services to you. This type of information varies depending on the matter. It may include information about our clients’ employees, customers, and vendors, communications with our client, information provided by our client, and any other information that may be relevant for the matter, including Personal Information about criminal offenses, if applicable.



- **Event Attendees.** We may collect Personal Information about you if you choose to register for an event sponsored by our firm. This Personal Information may include your name, address, title, company, phone number, and email address, as well as specific information relevant to the event for which you are registering.
- **Newsletters, Alerts & Blogs.** We offer newsletters, client alerts, and programs of interest to our clients and others. If you sign up to receive such programming material, we will ask you to provide your first and last name, company, email address and the practice areas and industries of interest to you.
- **Communications.** If you choose to contact us for any purpose, we may collect your contact details, your name, and the content, date and time of your message, as well as our reply and any follow up action we take in relation to your inquiry.
- **Job Applicants.** If you apply for a job with us via our Site, you will be asked to enter or upload your first and last name, resume and transcripts, phone, email address, college and/or law school, graduation year, application office, department, and position. You may also provide your middle name, address, country, search firm, search firm recruiter, search firm email, reference(s), a cover letter, writing sample, deal sheet and additional transcripts.
- **Information from Other Sources.** We may receive Personal Information about you from other sources, such as in litigation or due diligence in providing the Services. We may also receive information about you when you interact with us on social media platforms or access our social media content. The information we may receive is governed by the privacy settings, policies, and/or procedures of the relevant social media platform, and we encourage you to review them. We may also receive information from third parties that help us update, expand, and analyze our records, or prevent or detect fraud.

#### ***Information Collected Automatically***

When you visit our Site or interact with our System, we may collect some information about you automatically through the use of cookies, log files, UTM links, pixel tags and other tracking technologies. This information includes but may not be limited to your Internet Protocol address (“**IP address**”) to measure our website traffic and to help provide a more personalized experience; information regarding your browser, internet service provider, operating system, and other technical specifications; device information such as hardware model, operating system and version, unique device identifiers, and network information; your transaction history relating to the use of our Services; and information about your navigation to, from, and on our Site, including computer data files such as “cookies,” “clear GIFs” and “web beacons.” For more information, see the “Cookies and Similar Technologies” section below.

#### ***Collecting Information from Children Under the Age of 16***

Our Site and System are not designed for children, and we do not knowingly collect information from any person under the age of 16.

### **How Might We Use Your Information?**

We may use your Personal Information as necessary to provide our Services and for the performance of contracts, communicating with and advising clients on legal matters, to manage our business relationships with vendors and suppliers, business partners, office visitors, other law firms and other contractors, compliance with our legal obligations, participation in legal claims, achievement of legitimate interests that outweigh any prejudice to your privacy rights, or through your voluntary consent.

We may also use such information for the following purposes:

- **Improving our services.** Maintaining and improving the operation, content and functionality of our Site, System and Services. We may also use the information we collect to perform data analyses; detect, prevent, and respond to actual or potential fraud, illegal activities, or intellectual property infringement; secure our facilities; defend our legal rights; and comply with our legal obligations and internal policies.



- **Marketing and Business Development.** Informing you of our Services, information or opportunities that may interest you through client alerts, newsletters and other communications to our clients and business contacts; registering you for, and confirming your attendance at, events; and assessing the effectiveness of our events, promotional campaigns, and publications.
- **Employment.** Assessing job applicants and making employment decisions. For recruitment purposes, including to evaluate job applications, invite you for a job interview and arrange for travel.
- **Legal Obligations.** Complying with our legal obligations or as needed to carry out our risk management and regulatory obligations or to enforce this Privacy Policy or our Terms of Use.

## How Do We Protect Your Information?

We maintain reasonable and appropriate administrative, physical, and technical safeguards for all user information collected in our System. Unfortunately, no transmission or data storage measure can be assured to be completely secure. While we strive to protect your Personal Information, by your continued use of our System you acknowledge and accept that the security, privacy, and integrity of your data cannot always be guaranteed.

## With Whom May We Share Your Information?

**Our Offices, Employees and Affiliates.** We may share your Personal Information between our offices and with our employees and affiliates as necessary for administration, billing, promotion of our events and Services, and to provide you with our Services.

We may also disclose Personal Information as described below:

- Contractors engaged by LGPM in the course of business (e.g., accountants, insurance companies, banks, auditors, LGPM's network of external legal counsel and other professional experts, advisors and/or consultants engaged by LGPM).
- With government agencies, regulators or courts, as required by applicable law and/or in the context of legal proceedings.
- As necessary to provide legal services to our clients, including opposing counsel.
- With event partners or co-sponsors.
- With vendors and service providers who perform services on our behalf, including dealers, distributors, marketing and research agencies, with whom LGPM has a direct contractual relationship.
- If you gave us your permission, or if we believe doing so is required or appropriate to (i) comply with laws, law enforcement requests, and legal process, such as a court order or subpoena; (ii) respond to your requests; or (iii) protect your, our or others' rights, property, or safety.

We do not sell, rent, or otherwise share information that reasonably identifies you or your organization with unaffiliated entities for their independent use except as expressly described in this Privacy Policy or with your prior permission. We may share information that does not reasonably identify you or your organization as permitted by applicable law. We will not share your information with third parties to directly market their products to you.

We may share aggregated and anonymized forms of your information and browsing preferences to evaluate our services or allow the third parties we work with to better serve our users.



### ***As Required by Law***

We may share your Personal Information in response to investigations, subpoenas, court orders, law enforcement requests or legal processes, to establish or exercise our legal rights or defend against legal claims, or as otherwise required by law.

### ***As Part of a Business Sale, Merger or Acquisition***

We may also disclose your information to a third-party as part of reorganization, sale, or a prospective sale of substantially all of the assets or equity interest of Lathrop GPM, its subsidiaries or divisions. Any third-party to which Lathrop GPM transfers or sells the System or related assets or equity interest will have the right to continue to use the personal and other information that you provide to us.

## **Where Do We Store and Process your Personal Information?**

We process data, including Personal Information, in the United States. We will transfer your Personal Information outside the United States only with your consent or to perform a contract with you, and consistent with the practices described in this Privacy Policy. The computers on which we maintain your Personal Information may be located in jurisdictions whose data protection laws differ from those of your state, province or country.

## **Cookie and Similar Technologies**

We use cookies, pixel tags, UTM links, and similar technologies to gather information about your use of our System and to customize your experience using the System.

### ***Cookies***

Cookies are small data files that enable the System to remember user preferences and settings, as well as track and analyze user behavior to improve our System. You can find the following types of cookies employed on our System.

- Essential Cookies make it possible for the System to function and we cannot switch them off. They are typically set in response to some action on your part, like providing us with your email or other information online. You can set your browser to block or alert you about these cookies, but some parts of the System may not work.
- Analytics Cookies allow us to count visits and traffic sources, so we can measure and improve our System. They show us which pages are popular and how visitors navigate on them. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our System.
- Functional Cookies make it possible for us to enhance the functionality of our system and personalize it. We may set them or have third-party service providers set them. If you do not allow these cookies then some or all of these services may not function properly.
- Targeting Cookies record your visits to our System, the pages you have visited and the links you have followed. They are persistent cookies, meaning they remain on your device after your session is over. They will recognize you as a previous visitor and to track your activity on the Sites and other websites you visit. You can delete these cookies via your browser settings. See "Your Cookie Options" section below for how you can control these cookies.

### ***Your Cookie Options***

Our use of cookies and other tracking technologies in our marketing operations is based on the choices you make in our preference centers, if offered in certain states, which you may access from the footer on the home page of our website. Additionally, most browsers allow you to control and/or delete cookies as you wish – for details, see [www.aboutcookies.org](http://www.aboutcookies.org). You can delete all cookies that are already on your computer, and you can set most browsers to prevent them from being placed. Some browsers will allow you to block all cookies, while others will allow you to set up rules about which cookies to accept from which site, depending on your preferences. If you do block cookies, however, you may experience some functionality issues and some services within the system may not work for you.



### **Clear GIFs**

Clear GIFs (also called pixel tags or web beacons) are small files embedded in websites that are often used in combination with cookies. These often-transparent images allow us to count users who have visited certain pages, to generate statistics about System use, and to make the System more intuitive and user friendly. They are not used to access Personal Information.

## **Third-Party Websites and Social Networking Sites**

Our System may contain links to other websites. These websites may have privacy policies different than our Privacy Policy. You acknowledge and agree that you are solely responsible for your use of those websites and that it is your responsibility to review the applicable terms of use and privacy policies. We are not responsible for those websites' actions or policies. Please familiarize yourself with the privacy policy of any third-party website you visit, as it will govern any information you submit through that website.

You may be able to post content to third-party Social Networking Sites (such as Facebook, LinkedIn, X (formerly known as Twitter, and Instagram) on which we maintain a presence. We are not responsible for the availability, accuracy, content, products or services of Social Networking Sites. We provide information to the Social Networking Site(s), and receive information from them, in accordance with your elections.

## **Behavioral Advertising**

Based on the choices you make in our preference centers as explained in the "Your Cookie Options" section above, as applicable, we may also use third-party vendors, such as Google Analytics, to advertise to our users . These third-party vendors may display Lathrop GPM advertisements on other websites based on your internet usage. More specifically, these vendors use first-party cookies (such as the Google Analytic cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to the Site or another site affiliated with Lathrop GPM products or services. You can opt-out of Google Analytics for Display Advertising by using Google's Ads Settings.

## **Data Retention**

We retain data collected from you only for as long as necessary to complete the purpose for which it was collected, or as required by law or for clients, in accordance with our professional obligations. We take measures to delete your Personal Information or keep it in a form that does not permit identifying you when this information is no longer necessary for the purposes for which we process it, unless we are required by law to keep this information for a longer period. For example, we keep most client records for the length of the client relationship and for maximum 10 years after we close the matter. When determining the retention period, we take into account various criteria, such as the nature and length of our relationship with you, mandatory retention periods provided by law and the statute of limitations, the type of Services requested by or provided to you, the possible re-enrolment with our Services, and the impact on our Services if we delete some information from or about you.

## **Your Access and Consent to Use of Your Information**

You control access to and use of your Personal Information. Please contact us at [privacy@lathrooggpm.com](mailto:privacy@lathrooggpm.com), with "Privacy Rights" in the subject line, for the following:

- To request the review, correction, change or deletion of your Personal Information.
- To withdraw your consent for us to collect, use, or disclose your Personal Information as described in this Policy. Please specify the activity you wish to stop. Denying or withdrawing consent may not allow us to provide you with some or all of the products, services, or information you request.



- To opt-out of our marketing communications. You can also opt-out by clicking the “unsubscribe” link at the bottom of any email.
- To stop receiving promotional text messages from us. You can also opt-out by following the cancellation instructions contained in the last text message.

If you opt-out from receiving marketing emails or text messages, we may still need to send you communications about our Services, your account, orders, customer service inquiries, and other matters.

If you agreed to receive future marketing communications directly from a third-party through our System, you must contact that party to opt-out of such communications. This process may be outlined on that party’s privacy policy.

- As explained in the “Cookie and Similar Technologies” section, you may limit the collection of cookies through your browser settings, but it may affect your ability to use or navigate the System.
- You may limit the ability of Google Analytics to track your online activity, as outlined in the “Behavioral Advertising” section.
- Your browser may have a “Do Not Track” option, but our System operates no differently if these “Do Not Track” signals are enabled.

## Your Privacy Rights Under Certain State Laws

Some states including California, Colorado, Texas, Virginia, Utah, and Connecticut have passed data privacy laws that may extend certain rights to individuals that are described in our [Supplemental Website Privacy Notice](#) including :

- The right to know the sources of your Personal Information we have collected in the last twelve months, what we use that information for, whether it is being disclosed or sold, and to whom it is being disclosed or sold.
- The right to request Lathrop GPM to stop sharing your Personal Information to third parties
- The right to “opt-out” of Lathrop GPM’s sale of your Personal Information to any third parties.
- The right, with some exceptions, to have your Personal Information deleted from Lathrop GPM’s possession or control.
- The right to correct inaccuracies in your Personal Information.
- The right to receive equal service and pricing from Lathrop GPM even if you exercise any of your privacy rights.

## European Privacy Rights

If you are an EU resident, you are afforded certain rights regarding your Personal Information, including:

1. The right to be informed about what happens with your Personal Information, including how it is collected from you, how it is used as well as the right to access that Personal Information, to modify it when it is incomplete or incorrect, and the right to withdraw consent for its use;
2. The right to access Personal Information held by organizations about an individual;
3. The right to rectification allowing individuals to correct inaccurate information or complete incomplete information;



4. The right to erasure (or the right to be forgotten) allowing, with some exceptions, an individual to have their Personal Information deleted upon request;
5. The right to restriction and withdraw consent for data processing;
6. The right to data portability allowing individuals to ask for the transfer of their Personal Information or to obtain and use their Personal Information for their own purposes;
7. The right to object, with some exceptions, to the processing of an individual's Personal Information;
8. The right to prevent automated decision making or profiling and to require that those decisions be made by natural persons.

If you have questions or concerns about these rights and how they relate to this Privacy Policy or the Site, please direct your inquiries to [privacy@lathropgpm.com](mailto:privacy@lathropgpm.com) or write us at:

**Lathrop GPM (European Privacy Rights)**

Attn: Privacy Officer  
2345 Grand Blvd  
Kansas City, MO 64108  
[privacy@lathropgpm.com](mailto:privacy@lathropgpm.com)

Individuals may also have a right to lodge a complaint about the processing of their Personal Information with their local data protection authority.

**Changes to the Policy**

We may make changes to this Privacy Policy. The "Last updated" date at the top of this page indicates when this Privacy Policy was last revised. If we make material changes, we may notify you via a notice posted on our website or other method. We encourage you to read this Privacy Policy periodically to stay up to date about our privacy practices.

**Contacting Us**

To ask questions or for more information about our Privacy Policy, please contact:

**Lathrop GPM**

Attn: Privacy Officer  
2345 Grand Blvd, Ste. 2200  
Kansas City, MO 64108  
[privacy@lathropgpm.com](mailto:privacy@lathropgpm.com)  
1.800.476.4204