

CEO LAWYER ACADEMY PRIVACY POLICY

Effective: July 26, 2025

CEO Lawyer Academy, including its sub-brands, such as CEO Lawyer Bootcamp, CEO Lawyer Mastermind, Rebuttal Royale, and CEO Lawyer Summit, respects your privacy and is committed to protecting it through this Privacy Policy. This Privacy Policy describes what personal information we collect about you, how we use it, to whom we may disclose it, and what choices you have regarding our use of your personal information.

This Privacy Policy applies to information collected through:

- Our websites, including <https://ceolawyeracademy.com/>, <https://summit.ceolawyer.com/>, <https://www.ceolawyerbootcamp.com/>, <https://ceolawyermastermind.com/>, and <https://rebuttalroyale.com/>, and any other site or page we maintain that links to this Privacy Policy (collectively, the “Site”);
- Email, text, and other electronic communications between you and CEO Lawyer Academy;
- Social media pages and accounts related to CEO Lawyer Academy;
- Online advertisements or communications, including through third-party platforms (such as Facebook or Google);
- Any other online interactions you have with us where this Privacy Policy is posted (collectively, the “Platform”).

This Privacy Policy does not apply to information collected by:

- Any offline interactions (unless explicitly stated otherwise),
- Any third party (including via any website or content linked from our Platform).

By accessing or using our Platform, you agree to this Privacy Policy and our Terms and Conditions. If you do not agree, please do not use our Platform.

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be posted on this page with a new effective date. Your continued use of the Platform after changes means you accept those changes.

TYPES OF PERSONAL INFORMATION WE COLLECT

The types of personal information we collect depend on how you interact with us and the services you request. Below are examples of the categories of personal information we may collect:

Individual Identifiers and Contact Information

- Name, email address, phone number, mailing address
- Social media handles or account IDs
- IP address and other online identifiers

Professional Information

- Information about your law practice, including firm name, practice area, and professional background
- Information related to participation in educational programs, such as course sign-ups, webinar participation, or event registrations

Payment Information

- Credit card numbers, debit card numbers, billing address, and other payment details
- Transaction details including order history, amounts paid, and dates of payment
- Information shared with third-party payment processors for the purpose of completing transactions (e.g., Stripe, PayPal)

Marketing and Advertising Data

- Data collected from tracking technologies, including cookies, Meta/Facebook Pixel, Google Ads tags, LinkedIn Insight Tag, TikTok pixels, and similar tools
- Data used for retargeting, interest-based advertising, and creation of custom or lookalike audiences on platforms like Google, Meta (Facebook & Instagram), LinkedIn, or TikTok
- Information about interactions with our ads, including which ads were served, viewed, or clicked

Internet or Network Activity

- Browsing activity on our Platform, including pages visited, time spent on pages, navigation paths, and referring URLs
- Device information such as operating system, browser type, screen size, general location (city/state)
- Clickstream data and user behavior collected via cookies, pixels, web beacons, SDKs, and session replay tools

Sensory Data

- Call recordings of inbound or outbound calls with our staff or intake specialists
- Voicemails you leave for us

- Multimedia content (photos, videos) you submit as part of an inquiry or registration for events

Inferences and Profile Information

- Interests or demographics inferred from your online activity, course preferences, or ad interactions
- Internal segmentation based on data such as the type of course or training you are interested in, location, or other profile data

USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES

To facilitate the automatic collection of personal information described above, we use the following technologies on our Platform:

- **Cookies:** Cookies are small text files stored on your device that help us recognize your browser, remember your preferences, and understand which parts of our Platform are most popular. Cookies may also be used to deliver relevant advertising. We use both “session cookies” (which expire when you close your browser) and “persistent cookies” (which stay on your device until you delete them or they expire). You can control your cookie settings through most web browsers, and most allow you to remove or reject cookies through your settings. However, disabling cookies may impact your experience and functionality of the Platform. For more detailed information on managing and controlling cookies, visit www.allaboutcookies.org.
- **Pixels/Web Beacons:** Pixels (also known as web beacons, clear GIFs, or single-pixel GIFs) are tiny graphics with a unique identifier used to track online movements of web users or to determine if an email has been opened. We use pixels to help manage content, measure the success of marketing campaigns, and deliver relevant advertisements.
- **Software Development Kits (SDKs):** SDKs are third-party code embedded in our site or app to provide analytics, integrate with social media, add functionality, or facilitate online advertising. These SDKs may enable third-party partners to collect information directly through our Platform. For example, SDKs may help measure the effectiveness of our marketing or improve your experience on our Platform.
- **Session Replay Technologies:** We may use session replay tools that record your interactions with the Platform, such as mouse movements, clicks, keystrokes, and scrolling. These tools help us diagnose technical issues, analyze user behavior, and improve our website design. The recordings do not capture sensitive input fields like payment information or passwords to ensure your privacy.
- **Local Storage:** Local storage allows us to store data directly on your browser or device to enhance your browsing experience. This technology helps us remember your preferences, measure ad effectiveness, and customize what we show you based on previous interactions.

- **Interest-Based Advertising and Retargeting:** We may work with advertising partners (including social media platforms such as Facebook, Google, LinkedIn, and TikTok) who use cookies and similar technologies to collect information about your activity on our Platform and other websites. This information may be used to show you targeted ads both on our Platform and across other sites or services you visit. These third-party platforms may use this information to create custom audiences or lookalike audiences for advertising purposes.
- **Your Choices for Interest-Based Advertising:** You have choices regarding the use of interest-based advertising. You can learn more about your options for limiting interest-based advertising and opting out of targeted ads by visiting the following resources:
 - **Network Advertising Initiative (NAI):** <http://www.networkadvertising.org/choices/>
 - **Digital Advertising Alliance (DAA):** <http://www.aboutads.info/choices/>
 - **Your Online Choices (for the EU):** <http://www.youronlinechoices.eu/>
 - Additionally, you can adjust your preferences directly on platforms like Google Ads Settings <https://adssettings.google.com> and Facebook Ad Preferences <https://www.facebook.com/ads/preferences>.

LEGAL COMPLIANCE & TRANSPARENCY

In compliance with privacy regulations such as the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and other relevant laws, we aim to provide you with clear information about our data collection practices and give you the ability to manage your privacy preferences. For users in regions where these laws apply, you have the right to control how we use your personal data for purposes such as advertising and tracking.

USE OF PERSONAL INFORMATION

We may use the personal information we collect for the following purposes:

To Provide Our Services

- Evaluate your interest in our educational programs, including law firm growth training, boot camps, and masterminds
- Facilitate course registrations, event sign-ups, and follow-up communications for the programs you engage with
- Provide access to educational materials, resources, and support as part of the Academy's training services
- Communicate with you about upcoming events, workshops, or other training opportunities

- Provide customer support for technical issues or inquiries related to our programs and services

For Communications and Marketing

- Send you newsletters, updates, and information about future events or new programs related to growing a law firm
- Contact you about services, training opportunities, or content that may be of interest to you
- Deliver targeted, interest-based advertising on our Platform and on third-party websites and services, based on your behavior, preferences, and interactions with our ads
- Build lookalike or custom audiences for more effective ad targeting to professionals in the legal industry
- Promote special offers, updates, or new educational content tailored to your professional interests

For Analytics and Improving Our Platform

- Analyze how visitors use our website, training programs, ads, and content to improve user experience and optimize offerings
- Monitor and improve our marketing campaigns to better serve the legal professionals engaging with our content
- Diagnose technical issues, track system performance, and develop new features or content to improve our Platform's functionality

For Compliance, Legal, and Safety Purposes

- Enforce our Terms and Conditions and other agreements that govern the use of our Platform and services
- Comply with applicable laws, regulations, or legal processes (e.g., GDPR, CCPA, or other relevant privacy laws)
- Protect our rights, your rights, the rights of other participants in our programs, and the safety of the public
- Maintain the security and integrity of our systems, data, and the Platform, including implementing cybersecurity measures

For Case Referrals, Collaborations, and Partnerships

- Share information with trusted collaborators, co-counsel, or referral partners who help evaluate or enhance the educational content we provide
- Coordinate with third-party attorneys, firms, or other professional collaborators, as permitted by applicable professional rules
- Facilitate access to educational resources or partner-based offerings that benefit the legal professionals in our network

For Fraud Prevention and Security

- Detect and protect against fraudulent, harmful, unauthorized, or illegal activity
- Monitor and prevent cybersecurity threats or attacks that may affect the integrity of our services and users' data

For Other Purposes Disclosed at Collection

- We may use your personal information for other purposes that are clearly disclosed at the time you provide the information, or as specifically agreed to with your consent.

DISCLOSURE OF PERSONAL INFORMATION

We may disclose the categories of personal information described above for the following business or legal purposes:

To Service Providers and Vendors

- We may share personal information with trusted third parties who perform services on our behalf, such as website hosting, data analysis, marketing support, customer service, technology providers, and course management platforms. These service providers have access to personal information only as needed to perform their functions and are contractually obligated to protect it in accordance with applicable data protection laws.

To Professional Collaborators and Educational Partners

- We may share personal information with other law firms, attorneys, or educational organizations with whom we collaborate or partner for co-hosting events, training programs, or joint ventures related to law firm management and growth. These third-party collaborators may access personal data to enhance the services we provide, but they are required to uphold the confidentiality and security of that information.

To Advertising and Analytics Partners

- We may share personal information (such as device identifiers or hashed contact information) with advertising networks, social media platforms, and analytics providers to deliver relevant ads, measure the effectiveness of our marketing campaigns, or build custom or lookalike audiences. These partners help us optimize our advertising efforts and improve our targeting based on the interests and preferences of legal professionals.

To Legal and Regulatory Authorities

- We may disclose personal information if required by law, regulation, or legal process (such as subpoenas, court orders, or to respond to lawful requests by public authorities). This includes fulfilling obligations to comply with legal requests or to protect our rights or those of others.

To Protect Rights and Safety

- We may disclose personal information when we believe it is necessary to investigate, prevent, or take action regarding potential violations of our Terms and Conditions, suspected fraud, or situations involving threats to the safety or legal rights of any person or third party. This includes sharing information as evidence in legal proceedings in which we are involved.

In Connection with a Business Transaction

- In the event of a corporate transaction, such as a merger, sale, joint venture, assignment, transfer, or other disposition of all or part of our business or assets (including in connection with bankruptcy or similar proceedings), we may share personal information with third parties involved in the transaction.

With Your Consent or at Your Direction

- We may disclose your personal information to third parties when you explicitly direct us to do so or otherwise give us consent, such as when requesting specific collaborations, product recommendations, or other services that require sharing information with third-party partners.

YOUR PRIVACY RIGHTS

Depending on where you live, you may have specific rights under applicable privacy laws, and you also have choices about how we use certain information. These rights include:

- **Marketing Communications.** You can opt out of receiving marketing emails from us by following the unsubscribe instructions included in those emails. If you receive text messages from us, you may reply STOP to opt out. Please note that message and data rates may apply. Even if you opt out of marketing communications, we may still send you transactional or relationship messages related to our programs and services, such as appointment reminders, educational updates, or administrative messages regarding our programs.
- **Cookies and Online Tracking.** Most web browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject browser cookies through your browser settings. However, please note that blocking or deleting cookies may impact your experience with our website and limit the functionality of some features. For more information on managing cookies, visit www.allaboutcookies.org.
- **Interest-Based Advertising.** We may use your information to serve you targeted ads on our Platform or on other websites and social platforms, based on your interests and interactions with our services.
- **State Privacy Rights.** Residents of certain states, including California, Colorado, Connecticut, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah,

and Virginia, may have additional rights under their local privacy laws. These rights may include the ability to:

- Request access to the personal information we collect about you
- Request that we delete personal information we have collected from you
- Opt out of the sale or sharing of your personal information
- Request that we limit the use of sensitive personal information for certain purposes

For more information on these rights and how to exercise them, please refer to the "Additional Notice to Residents of Applicable U.S. States" section below.

- **Do Not Track.** Some browsers transmit "Do Not Track" (DNT) signals to websites. At this time, we do not respond to such signals. However, we offer various privacy settings to allow you to control your preferences with respect to online tracking and cookies.

SECURITY OF YOUR INFORMATION

We take the security of your personal information seriously and implement commercially reasonable safeguards designed to protect it. These measures include:

Encryption

Data transmitted through our intake forms, course registrations, and payment systems is encrypted in transit using SSL/TLS technology to ensure the confidentiality and security of your personal information.

Secure Servers and Firewalls

Personal information is stored on secure servers behind firewalls and access-controlled environments. We utilize industry-standard security protocols to prevent unauthorized access to your data.

Malware Scanning and Security Monitoring

We conduct regular malware scanning and security monitoring to protect against unauthorized access or cybersecurity threats. This ensures the integrity of our systems and the personal information stored within them.

Limited Access

Access to personal information is restricted to authorized employees, contractors, and service providers who need the information to perform their duties. These individuals are required to keep your data confidential and adhere to strict data protection standards.

Policies and Training

We maintain internal data protection policies and provide regular training for our staff on best practices for safeguarding client and participant data. Our goal is to ensure that personal information is handled securely throughout our systems and platforms.

While we implement commercially reasonable measures to protect your personal information, no method of transmission over the internet or electronic storage is completely secure. Although we strive to use acceptable security technologies, we cannot guarantee its absolute security.

You also play a crucial role in protecting your information. We encourage you to exercise caution when transmitting personal information over the internet, especially when using public or unsecured networks.

LINKS TO OTHER WEBSITES

Our Platform may contain links to third-party websites, social media platforms, or other online services that are not operated by CEO Lawyer Academy. These links are provided for your convenience and to offer you additional resources. However, we do not control and are not responsible for the content, privacy practices, or security of those third-party sites.

If you choose to visit these linked sites, please be aware that any information you provide will be governed by their privacy policies, not this Privacy Policy. We encourage you to review the privacy policies of any third-party sites or services before providing them with your personal information.

While we ensure that our Platform is secure, we cannot be responsible for the privacy practices or content of external websites or services. Please use caution when navigating to these sites.

CHILDREN'S PRIVACY

Our Platform is not directed to children under the age of 18, and we do not knowingly collect personal information from anyone under the age of 18. The services provided by CEO Lawyer Academy are intended for legal professionals and individuals interested in improving their law practices. If you are under 18, please do not use our Platform or provide any personal information to us.

If we learn that we have inadvertently collected personal information from a child under 18 without proper parental consent, we will take immediate steps to delete that information as quickly as possible. If you believe we may have collected information from or about a child under 18, please contact us using the information provided in the **Contact Us** section below.

USING THE PLATFORM FROM OUTSIDE THE UNITED STATES

Our Platform is operated and intended for use in the United States. If you access or use our Platform from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States or in other countries where our servers or third-party service providers are located.

The data protection and privacy laws in the United States and other countries may not offer the same level of protection as those in your home jurisdiction. By accessing our Platform or providing us with any information from outside the United States, you consent to the transfer, processing, and storage of your personal information in the United States and other countries as described in this Privacy Policy.

If you do not agree with these terms, please do not use our Platform or submit any personal information.

ADDITIONAL NOTICE TO RESIDENTS OF CERTAIN STATES

Certain U.S. states, including California, Colorado, Connecticut, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia, grant their residents specific rights regarding personal information. Depending on where you live, you may have the right to:

- **Access and Know:** Request that we disclose what personal information we collect, use, disclose, or share about you.
- **Correction:** Request that we correct inaccuracies in your personal information.
- **Deletion:** Request that we delete personal information we have collected from you, subject to certain exceptions.
- **Data Portability:** Request to receive a copy of your personal information in a portable format.
- **Opt Out of Sales or Sharing:** Request to opt out of the “sale” or “sharing” of personal information as defined under applicable law.
- **Limit Use of Sensitive Personal Information:** In some states, request that we limit the use of sensitive personal information to specific purposes allowed by law.

To exercise these rights, please contact us by emailing attorney@aliawadlaw.com or calling us at **(404) 806-9142**.

We may need to verify your identity before processing your request. Depending on your state, you may also have the right to appeal our decision if we decline to fulfill your request. Instructions for submitting an appeal will be provided if applicable.

We will not discriminate against you for exercising any of your privacy rights. Please note that these rights are not absolute and may be subject to exceptions under applicable laws.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for operational reasons. When we make changes, we will post the updated Privacy Policy on this page with a new effective date at the top.

We encourage you to review this Privacy Policy periodically to stay informed about how we collect, use, and protect your personal information. Your continued use of our Platform after any changes means that you accept the revised Privacy Policy.

CONTACT US

If you have any questions about this Privacy Policy, our privacy practices, or wish to exercise your privacy rights, please contact us using any of the following methods:

- **By email:** attorney@aliawadlaw.com
- **By phone:** (404) 806-9142
- **Through our website:** <https://ceolawyeracademy.com>
- **By mail:**
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