

# The Law Office of Sheuvaun Vernon, PLLC

## WEBSITE PRIVACY POLICY

Effective Date: April 15, 2026 | Last Updated: April 15, 2026

The Law Office of Sheuvaun Vernon, PLLC ("we," "our," or "the Firm"), respects your privacy & is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect when you visit <https://www.trustedesq.com> (the "Site"), how we use & share it, and the choices you have.

This Policy applies to information collected through the Site. It does not apply to information you provide to us in the course of an attorney-client relationship, which is governed separately by applicable rules of professional conduct, our engagement letter with you, and attorney-client privilege.

By using the Site, you agree to the terms of this Policy. If you do not agree, please do not use the Site.

### 1. About Us & How to Contact Us

The Law Office of Sheuvaun Vernon, PLLC is a New York professional limited liability company with its principal office at 173 Huguenot St., Suite 200, New Rochelle, NY 10801. We are the "controller" of personal information collected through the Site.

For any privacy-related questions or requests, contact us at:

- **Mail:** The Law Office of Sheuvaun Vernon, PLLC
- **Address:** 173 Huguenot St., Suite 200, New Rochelle, NY 10801
- **Email:** [admin@trustedesq.com](mailto:admin@trustedesq.com)
- **Phone:** (914) 500-8504

### 2. Information We Collect

#### 2.1 Information You Provide Directly

When you interact with the Site — for example, by completing a contact form, scheduling a consultation through our booking page, subscribing to our newsletter, or emailing us — you may provide:

- Name;
- Email address;
- Phone number;
- Mailing address;
- General information about your legal matter or reason for contacting us;
- Appointment preferences & scheduling details;
- Any other information you choose to share.

#### 2.2 Information Collected Automatically

When you visit the Site, we & our service providers may automatically collect:

- IP address & general location derived from IP;
- Device type, operating system & browser type/version;
- Pages viewed, time spent, referring URL & clickstream data;
- Date & time of access;
- Information collected through cookies & similar technologies (see Section 6).

### 2.3 Sensitive Information

We do not intentionally collect sensitive personal information (such as health data, Social Security numbers, financial account numbers, racial or ethnic origin, religious beliefs, or precise geolocation) through the Site. If such information becomes relevant to a legal matter, it will be collected & handled under our engagement letter & applicable professional-responsibility rules — not under this Policy.

### 2.4 Children

The Site is not directed to children under 16, & we do not knowingly collect personal information from children. If you believe a child has provided personal information through the Site, please contact us & we will promptly delete it.

## 3. How We Use Your Information

We use the information described above to:

- Respond to your inquiries & schedule consultations;
- Evaluate potential conflicts of interest before any representation;
- Provide, operate, maintain & improve the Site;
- Send newsletters, client alerts & other communications you have requested (you may unsubscribe at any time);
- Analyze Site usage & improve our services;
- Detect, prevent & respond to fraud, security incidents & unauthorized activity;
- Comply with legal, regulatory, professional & ethical obligations, including those imposed by the New York Rules of Professional Conduct.

## 4. How We Share Your Information

We do not sell your personal information. We share it only in the limited circumstances below:

- **Service Providers** — with vendors & service providers who support our practice & the Site (for example, our website host, email provider, scheduling platform, practice-management tools, payment processor, cloud storage provider & IT/security vendors), under contracts that require them to protect your information & use it only for the services they provide to us;
- **Legal & Regulatory** — when required by law, subpoena, court order or other legal process, or to protect the rights, property or safety of the Firm, our clients or others;
- **Business Transitions** — in the unlikely event of a merger, sale of firm assets, reorganization or similar transaction, subject to applicable ethics rules on successor counsel;
- **With Your Direction or Consent** — when you direct us to share information with a third party (for example, opposing counsel, a title company, a financial institution, or a family member involved in your planning);

- **Aggregated / De-identified Data** — in aggregated or de-identified form that cannot reasonably be used to identify you.

Information you share with us in the course of an actual or prospective attorney-client relationship is further protected by attorney-client privilege & the duty of confidentiality under Rule 1.6 of the New York Rules of Professional Conduct.

## 5. How We Protect Your Information

We maintain administrative, technical & physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration & destruction. These safeguards include encryption of data in transit, access controls & authentication, staff training, vendor oversight & incident-response procedures, as described in our internal Information Security Policy.

Our firm also maintains cyber liability insurance coverage for privacy & network security events.

No method of transmission over the Internet or electronic storage is completely secure. While we use reasonable measures to protect your information, we cannot guarantee absolute security.

## 6. Cookies & Similar Technologies

The Site uses cookies & similar technologies — small data files stored on your device — to help the Site function, remember your preferences, analyze usage & (where applicable) support marketing. Categories may include:

- **Strictly Necessary Cookies** — necessary for the Site to function (for example, load balancing & security).
- **Preference Cookies** — remember choices such as language or region.
- **Analytics Cookies** — help us understand how visitors use the Site (for example, Google Analytics or similar).
- **Advertising Cookies** — if used, help us reach people who may be interested in our services.

You can control cookies through your browser settings & through any cookie banner or preference center we display. Disabling certain cookies may affect how the Site functions.

We currently do not respond to "Do Not Track" browser signals. We honor applicable opt-out preference signals (such as Global Privacy Control) for residents of jurisdictions that require it.

## 7. Third-Party Websites & Services

The Site may link to or embed content from third-party websites & platforms (for example, LinkedIn, our scheduling platform or payment processor). We are not responsible for the privacy practices of those third parties. Review their privacy policies before providing information to them.

## 8. How Long We Keep Your Information

We keep personal information only as long as reasonably necessary to fulfill the purposes described in this Policy, to comply with our legal, regulatory, tax & professional-responsibility obligations (including client-file retention requirements under the New York Rules of Professional Conduct), or to resolve disputes & enforce agreements. When no longer needed, information is securely deleted or anonymized.

## **9. Your Rights & Choices**

Depending on where you live, you may have the right to:

- Access the personal information we hold about you;
- Request correction of inaccurate information;
- Request deletion of your information, subject to legal & professional-responsibility limits;
- Opt out of marketing communications at any time;
- Withdraw consent where we rely on consent to process your information.

To exercise any of these rights, contact us using the information in Section 1. We may need to verify your identity before responding. We will not discriminate against you for exercising your rights.

Certain information may be exempt from these rights where it is subject to attorney-client privilege, the attorney work-product doctrine, or other legal & professional obligations.

## **10. Notice to California Residents**

If you are a California resident, the California Consumer Privacy Act, as amended (CCPA/CPRA), provides specific rights regarding your personal information. In addition to the rights in Section 9, you have the right to know the categories & specific pieces of personal information we have collected, the sources, the business purposes, & the categories of third parties with whom we share it. We do not sell or share personal information as those terms are defined under California law. To submit a verifiable request, contact us using the information in Section 1.

## **11. Changes to This Policy**

We may update this Policy from time to time. When we do, we will revise the "Last Updated" date at the top. Material changes will be highlighted on the Site or communicated by email where appropriate. Your continued use of the Site after changes take effect means you accept the updated Policy.

## **12. Questions**

If you have any questions about this Policy or our privacy practices, please contact us at [admin@trustedesq.com](mailto:admin@trustedesq.com) or by mail at 173 Huguenot St., Suite 200, New Rochelle, NY 10801.