

PRIVACY POLICY

1. INTRODUCTION

1.1. **Purpose of the Privacy Policy:** This Privacy Policy articulates the commitment of That Unconventional Lawyer to safeguard the privacy and personal information of our clients and website visitors. As a law firm that prides itself on strategic and thoroughly researched legal services with a global reach, we recognize the importance of privacy as a fundamental right and a crucial component of our ethical and professional responsibilities. This Policy serves to inform you about how we collect, use, process, and share your personal information and underscores our efforts to protect your privacy in accordance with the highest legal and ethical standards.

1.2. **Scope and Application:** The provisions of this Privacy Policy apply to all individuals who interact with That Unconventional Lawyer whether through our website, during free consultations, or through any other form of communication where personal information is exchanged. This includes current and former clients, potential clients who engage with us through consultations, visitors to our website, and all other individuals who use our services or interact with us. The Policy details the types of personal information we may collect, and outlines the practices we follow to handle such information. Our objective is to ensure transparency in our operations, while providing you with control over your personal information.

1.3. **Compliance with Applicable Laws:** Our Privacy Policy has been crafted in strict adherence to the Information Technology Act, 2000, Digital Personal Data Protection Act, 2023, and the rules thereunder, including the Information Technology (Intermediaries Guidelines) Rules, 2011. This comprehensive compliance framework ensures that our data collection, processing, and handling practices meet legislative requirements and uphold the principles of legality, consent, purpose limitation, data minimization, and security, amongst others. Our practices are designed to protect the personal and sensitive personal data of individuals and to respect their privacy rights, ensuring that all personal data is handled in a lawful and transparent manner.

2. INFORMATION COLLECTION

2.1. **Types of Information Collected:**

2.1.1. **Personal Information**: At That Unconventional Lawyer, we may collect personal information that is necessary to provide tailored legal services and a personalized client experience. This information typically includes, but is not limited to, names, contact details such as email addresses, telephone numbers, and physical addresses, and may extend to more detailed requirements depending on the nature of the legal services provided. For instance, for the preparation of legal documents such as NDAs, employment agreements, or partnership agreements, additional details such as job titles, organizational roles, and other relevant personal details are gathered to ensure legal compliance and the effectiveness of the documents.

2.1.2. **Other Information**: We may also collect data that does not directly reveal your identity or does not directly relate to an individual. This may include aggregated usage data, technical data received from the devices you use to access our website such as IP addresses, browser types, and cookies that improve your interaction with our online platforms. This data helps us to understand how our website is used and to make improvements to better serve our clients' needs.

2.2. **Methods of Information Collection:**

2.2.1. **Direct from Clients (consultations, service agreements)**: Most of the personal and sensitive information we collect is obtained directly from our clients through consultations, service agreements, or through the process of engaging our services for legal representation or advice. During these interactions, clients may provide information by filling out forms, corresponding through email, or direct communications with our attorneys and legal staff.

2.2.2. **Indirect Collection (website, cookies, third-party services)**: Indirect methods of data collection include the use of our website, where information

is gathered via technological means such as cookies which collect data concerning your browsing habits and the devices you use to access our website. Additionally, we may receive information about you from third-party services such as data analytics providers or other partners that help us refine our online presence and enhance the services we provide. Each of these collection methods is governed by strict legal standards and is designed to respect and protect your privacy rights under the prevailing laws in India, ensuring that your data is handled securely and only for specified lawful purposes.

3. USE OF COLLECTED INFORMATION

3.1. **Legal Grounds for Processing Information:** At That Unconventional Lawyer, we are committed to the lawful, fair, and transparent processing of personal data, strictly adhering to the principles laid out under the Digital Personal Data Protection Act, 2023. The legal grounds for processing personal information include, but are not limited to, explicit consent from the data principals, compliance with our legal obligations, and purposes that are directly related to our role as your legal service provider. In circumstances where we act based on consent, individuals are free at any time to withdraw their consent, understanding that such withdrawal may affect our ability to provide certain services.

3.2. Specific Uses of Information:

3.2.1. **To Provide and Improve Legal Services:** We utilize the collected information to fulfill our contractual obligations and enhance the delivery of our services. This encompasses drafting legal documents, managing client relationships, conducting conflict checks, and providing advisory services tailored to your specific needs. Data collected is also used to evaluate and refine our service offerings, ensuring that we remain responsive to client demands and changes in the legal landscape. Our approach integrates advanced legal technology tools to analyze legal trends and outcomes, which aids in the development of more informed, strategic advice and solutions for our clients.

3.2.2. **For Communication and Marketing Purposes:** Information collected serves as a vital channel for client communication, allowing us to maintain an ongoing dialogue with you and ensure you are informed of any changes in legal regulations that might affect you or your business. Furthermore, with your consent, we engage in marketing and business development activities, providing updates on our services, insights into prevailing legal challenges, and information about seminars, workshops, and other events that might be of interest. All marketing communications adhere to the opt-in and opt-out provisions specified under the Information Technology Act, 2000, ensuring respect for your privacy preferences.

3.2.3. **Compliance with Legal Obligations:** Our processing activities include compliance with legal requirements such as maintaining records, fulfilling disclosure obligations under the law, and other regulatory compliance needs. Information is also used in the context of legal claims, whether in defending or in pursuing litigation. Moreover, our compliance includes monitoring activities required under anti-money laundering, anti-bribery, and corruption laws, reflecting our commitment to high ethical standards and legal compliance across all operational facets of our practice. Each use of information is conducted with a stringent focus on securing and maintaining client confidentiality, protecting the rights of our clients, and ensuring that all data handling practices conform to applicable legal standards.

4. INFORMATION SHARING AND DISCLOSURE

4.1. Circumstances Under Which Information is Shared:

4.1.1. **With Consent from the Data Principals:** At That Unconventional Lawyer, we adhere to the principle of obtaining explicit consent from our clients before sharing their personal information. This consent is garnered in a clear, unambiguous manner, typically during the initial consultation process or through our client engagement documents. Clients have the right to withdraw their consent at any time, which may affect our ability to provide specific

legal services. We ensure that such withdrawals are processed promptly and respect the client's privacy preferences.

- 4.1.2. **For Legal Obligations and Defense:** We may disclose personal information when required by law, such as in response to a subpoena or similar legal process. Our disclosure is limited strictly to the extent necessary to comply with our legal obligations. Additionally, we may share information to protect the rights, property, or safety of our firm, our clients, or others, including to prevent fraud or other illegal activities and to respond to governmental requests.
- 4.1.3. **With Service Providers under Strict Confidentiality Terms:** We may engage with various service providers who assist in facilitating our legal services. These include IT service providers, cloud hosting platforms, and legal research tools, among others. All third-party service providers are bound by contractual obligations to ensure confidentiality and the security of the data shared, complying with our stringent data protection standards and the Digital Personal Data Protection Act, 2023.

- 4.2. **International Transfer of Information:** Given the international nature of our legal services, personal information may be transferred to, and stored at, a destination outside India. We ensure that such transfers are carried out in compliance with applicable data protection laws. This includes transferring personal data only to countries that provide an adequate level of data protection as determined by the Indian government, or through the use of legal agreements that ensure the recipient adheres to the standards laid out in Indian data protection laws. Our firm undertakes all necessary measures to ensure that the data transferred is safeguarded securely, using the latest encryption and security technologies. Each instance of information sharing and disclosure is guided by our commitment to uphold the privacy and integrity of client data as a cornerstone of our legal practice. We continuously evaluate our data handling processes to ensure they meet or exceed legal requirements and best practices in data protection.

5. DATA SECURITY MEASURES

5.1. **Security Practices and Procedures Implemented:** At That Unconventional Lawyer, we have instituted robust security practices and procedures that comply with the provisions of the Digital Personal Data Protection Act, 2023. Our security framework is designed to protect data against any unauthorized access, damage, use, modification, disclosure, or impairment. This framework includes physical, technical, and administrative measures to safeguard the confidentiality, integrity, and availability of all personal data we process. We employ state-of-the-art encryption technologies during data transmission and ensure secure data storage on our servers, which are located in controlled facilities. Regular audits and penetration tests are conducted to ensure the effectiveness of our security policies. Access to personal data is strictly restricted to authorized personnel only, based on their roles and responsibilities within the firm. All employees are required to adhere to our privacy and security policies, and receive regular training on data protection best practices and the importance of safeguarding client information.

5.2. **Commitment to Protect Data Against Unauthorized Access:** Our commitment to data security is paramount, not only as a legal obligation but as a core aspect of our client service. We actively monitor and defend against unauthorized access through advanced intrusion detection systems. In the unlikely event of a data breach, our incident response plan includes immediate mitigation measures, notification to affected parties in compliance with applicable laws, and a comprehensive review of our security measures to prevent future occurrences. Continuous improvement is central to our approach; we regularly update our security practices in response to evolving threats and advancements in technology. Our goal is to ensure that our clients' confidential information remains secure against unauthorized access or disclosure, thus maintaining their trust and upholding our reputation as a secure and reliable legal services provider.

6. **RIGHTS OF DATA PRINCIPALS**

6.1. **Access to and Correction of Personal Information:** At That Unconventional Lawyer, we recognize the importance of your right to access and correct your personal information. Under the framework of the Information Technology Act, 2000, and the

accompanying rules, data principals have the right to request access to the personal information that we hold about them. You may submit a formal request via email or through our designated communication channels to view the personal information we hold about you. Following verification of your identity, we will provide you with a copy of the relevant data within a reasonable timeframe. If any of your personal information is inaccurate or incomplete, you have the right to ask us to correct it. Upon receiving a request for correction, we will update your personal information to ensure it remains accurate, relevant, and up-to-date. Our commitment extends to ensuring these corrections are made without undue delay, reflecting our dedication to maintaining the integrity and accuracy of your personal information.

- 6.2. **Withdrawal of Consent:** You have the right to withdraw consent at any time where consent forms the basis of processing your personal data. At That Unconventional Lawyer, withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. To withdraw your consent, you may contact us through the provided communication channels. Upon processing your withdrawal, we will cease processing your personal data for the purposes you originally agreed to, unless we have another legal basis for continuing to process your data, which we will duly communicate to you.

- 6.3. **Deletion of Personal Information:** Data Principals have the right to request the deletion of their personal information when it is no longer necessary for the purposes for which it was collected, or when withdrawing consent where consent is the basis of data processing. Upon receiving a deletion request, we will evaluate the request in accordance with applicable laws and, where applicable, proceed to remove your personal data from our records. This process will be carried out in a manner that ensures the secure and complete destruction of the data, thereby protecting your privacy and maintaining data security.

- 6.4. **Grievance Redressal Mechanisms:** We are committed to resolving any concerns or grievances related to your personal data. That Unconventional Lawyer has appointed a Grievance Officer in compliance with the Information Technology Act, 2000, and the Information Technology (Intermediaries Guidelines) Rules, 2011. You may contact the Grievance Officer directly should you have any complaints regarding the

processing of your personal data. The contact details of the Grievance Officer are publicly available on our website and in our privacy policy documentation. Our Grievance Officer is tasked with ensuring the prompt and impartial redressal of your data protection concerns, and we aim to address all complaints within one month from the receipt of your complaint.

7. COOKIES AND TRACKING TECHNOLOGIES

7.1. **Use of Cookies on the Website:** That Unconventional Lawyer employs cookies and similar tracking technologies on our website to enhance user experience and improve service delivery. Cookies are small data files stored on your device that help us understand how you interact with our website. They enable us to personalize and streamline your experience by remembering your preferences and tracking visits to our site. This data is crucial for refining website features, analyzing user interaction patterns, and managing content based on user trends. Cookies on our website may be set by us (first-party cookies) or by third-party service providers and advertisers (third-party cookies). These cookies might collect information that assists in tailoring advertisements to your interests, both on and off our website. However, the use of such third-party cookies would be strictly regulated under the terms of our privacy agreements with those parties. We strictly adhere to the legal standards set by the Information Technology Act, 2000, and its associated rules. Accordingly, all personal data linked to cookies will be handled in accordance with the provisions of the Digital Personal Data Protection Act, 2023.

7.2. **Options for Managing Cookies:** You have the right to manage and control the use of cookies on your devices. Most web browsers provide options to accept, refuse, or delete cookies. These settings typically allow you to decline non-essential cookies while still permitting cookies that are necessary for the functioning of the website. However, modifying your cookie settings may affect your access to certain parts of our website. You can typically find these settings in the options or preferences menu of your browser. Instructions for managing cookies are usually provided within the 'Help' section of your browser. Additionally, third-party resources like the Network Advertising Initiative offer guidance on how to reject or remove cookies by other third parties involved in advertising. Please be aware that disabling cookies may impact the

functionality of the website and the services we offer. Without cookies enabled, your user experience may be reduced, and some parts of the site may not function as intended. For a more personalized experience, allowing cookies is recommended. At That Unconventional Lawyer, we are committed to providing you with choices and control over your data. Should you have any queries or require further information on how we manage cookies, please do not hesitate to contact us via our designated privacy officer or customer support. This comprehensive approach to cookies and tracking technologies ensures that your rights are safeguarded while enabling us to provide a fully functional and responsive service. By using our website, you consent to the use of cookies in accordance with this policy, unless you have adjusted your browser settings accordingly.

8. THIRD-PARTY LINKS AND SERVICES

8.1. **Interactions with Third-Party Services:** At That Unconventional Lawyer, we understand the importance of integrating and interacting with various third-party services and resources to enhance our service offerings and provide comprehensive legal solutions. Our website and communications may include links to third-party websites, applications, and platforms that are not owned, controlled, or managed by us. These links are provided to facilitate access to additional information and services that may be of interest to our clients and website visitors. Please be aware that when you interact with third-party services, your experience and the data you share are governed by the privacy policies and terms of service of those third parties, not by That Unconventional Lawyer. We do not endorse, nor are we responsible for, the content, accuracy, legality, or any other aspect of these external sites and services. Furthermore, our inclusion of such links does not imply a partnership with, or support for, the linked sites unless explicitly stated. We encourage our clients and users to exercise caution when leaving our site and to read the privacy policies and terms of conditions of each and every website that collects personally identifiable information. This clause is especially pertinent as the safety, security, and integrity of any information exchanged or processed with these third parties cannot be guaranteed by That Unconventional Lawyer.

8.2. **Disclaimer for Third-Party Links:** That Unconventional Lawyer makes no representations or warranties, express or implied, regarding the reliability, stability, or any virus-free nature of such third-party content or services. Specifically, we disclaim all liability relating to your access or use of third-party sites or services, which is entirely at your own risk. We are not liable for any loss or damage incurred as a result of or in connection with your reliance on the content, products, or services available on or through any third-party service or resource. Additionally, interactions with third-party services may result in the collection and sharing of information about you by us and by the third party. This Privacy Policy does not cover the collection, use, or disclosure of information through third-party websites or services. As such, the information you share with third-party services will be subject to their privacy policies and practices, which may differ significantly from ours. We recommend that you review the third-party's privacy policy before proceeding with any transaction or exchange of information. By using our website and choosing to interact with third-party links and services, you acknowledge and agree that That Unconventional Lawyer is not responsible for the performance or conduct, whether online or offline, of any such third party. Furthermore, should you have any complaints or legal issues arising from any such third-party service or your dealings with such third parties, these should be directly addressed to the third party and their service support teams. Our provision of third-party links does not amount to our endorsement of these sites, their content, or their services. We provide these links merely as a convenience for our users. It remains our priority to maintain clear and stringent safeguards for our clients, and we welcome any feedback or concerns regarding these third-party sites at our designated contact addresses.

9. CHANGES TO THE PRIVACY POLICY

9.1. **Procedures for Updating or Modifying the Privacy Policy:** The Privacy Policy of That Unconventional Lawyer is designed to be a dynamic document that reflects the evolving legal and technological landscape. It is within our legal obligations and commitment to transparency that we periodically review and update our Privacy Policy to ensure it complies with applicable laws and aligns with our current practices and the needs of our clients. The process for updating or modifying this Privacy Policy involves a thorough evaluation of our current data handling practices, legal

requirements, and feedback received from clients and stakeholders. This evaluation is conducted by our dedicated privacy team in collaboration with legal experts to ascertain the necessity and extent of changes required. Changes may also be prompted by new legal requirements, changes in our business practices, or technological advancements that impact data protection. Before any material changes to the Privacy Policy are implemented, they must be approved by senior management and, where applicable, by external legal advisors to ensure compliance with the Information Technology Act, 2000 and the Digital Personal Data Protection Act, 2023, and other relevant data protection regulations. Once approved, the updated Privacy Policy is documented formally and made ready for communication to our stakeholders.

- 9.2. **Communicating Changes to Stakeholders:** Communication of any changes made to the Privacy Policy is a critical step to ensure transparency and maintain trust with our clients and users. That Unconventional Lawyer commits to not only notify stakeholders of these changes but also to provide clear information on the nature of the changes and their potential impact on stakeholders' rights and privacy. Notification of updates to our Privacy Policy will be made through various channels, including email notifications to our registered clients, announcements on our official website, and through standard communication channels used during regular consultations. We will ensure that these notifications are clear, concise, and accessible, providing stakeholders sufficient time to understand the changes and ask questions or provide feedback where necessary. Each notification will include a summary of the changes, the reasons for the changes, and any actions that users may need to take as a result of the changes. Stakeholders will also be reminded of their rights regarding their personal information and how to exercise these rights. Furthermore, a revised version of the Privacy Policy will always be available on our website, with an indication of the date of the last update. We encourage all users and clients to review the Privacy Policy regularly to stay informed about how we protect their information and to be aware of their rights and responsibilities. In adherence to the Information Technology Act, 2000, and its associated rules, That Unconventional Lawyer ensures that all stakeholders are given adequate notice before any significant changes to the Privacy Policy take effect. This approach not only aligns with legal requirements but also fosters a culture of respect and transparency towards the data privacy concerns of all stakeholders.

10. CONTACT INFORMATION

10.1. **Contact Details for Privacy Concerns and Queries:** For any concerns, questions, or clarifications regarding the handling of personal information, or any privacy-specific inquiries, clients and users of That Unconventional Lawyer are encouraged to contact our firm directly. We prioritize the privacy and security of all the information entrusted to us and are committed to providing clear, timely, and effective communication in response to your queries. You may reach out to us through the following official contact channels:

Email: You can send your privacy-related inquiries to our dedicated email address at devina@thatunconventionallawyer.com. This email is monitored regularly by our privacy team to ensure that all queries are addressed promptly.

Telephone: For immediate concerns, you may contact our office at +91-XXXX-XXXXXX during standard business hours (8 AM to 8 PM IST), Monday through Friday.

Postal Address: Alternatively, correspondence can be mailed to our principal office located at:

10.2. **Designation and Contact Details of the Data Protection Officer:** In compliance with the Information Technology Act, 2000, Digital Personal Data Protection Act, 2023, and the accompanying rules, That Unconventional Lawyer has appointed a Data Protection Officer (DPO) to oversee our management of your personal data in accordance with applicable data protection laws. The DPO is responsible for developing and implementing our data protection policies and procedures, monitoring our compliance with data protection laws, and being a point of contact for data protection issues.

Name of DPO: [Name of Data Protection Officer]

Email: dpo@thatunconventionallawyer.com

Telephone: +91-XXXX-XXXXXX

Clients and individuals may contact the DPO directly for all matters related to personal data and privacy, including data access requests, complaints about the handling of personal information, and any questions regarding our data protection policies.

The DPO's role is integral to ensuring that That Unconventional Lawyer maintains and continually improves its commitment to safeguarding personal data. This approach not only supports compliance with existing law but also prepares our firm for future regulatory changes that impact data protection practices. Moreover, the DPO is tasked with fostering a data protection culture within the firm and helping to implement essential practices such as the 'Privacy by Design' approach, which seeks to embed data protection into the design of new projects and technologies. Our commitment to your privacy is paramount, and our DPO, alongside our dedicated privacy team, ensures that your personal information is treated with the utmost respect and legality. We encourage you to reach out with any questions or concerns regarding your personal data or our privacy practices.