

Website Privacy Policy

Welcome to pearlcohen.com, the website of Pearl Cohen Zedek Latzer Baratz, an international law firm with offices in the United States, Israel and the United Kingdom (the “**Website**”)

The Website is owned and operated by Pearl Cohen Zedek Latzer Baratz LLP, a Delaware limited liability partnership doing business in New York, Massachusetts and California; the law firm Pearl Cohen Zedek Latzer, an Israeli general partnership; and Pearl Cohen Zedek Latzer Baratz UK LLP, a limited liability partnership registered in England and Wales. The three firms are affiliated and operate under the global brands "Pearl Cohen Zedek Latzer Baratz" and "Pearl Cohen" (together: "**Pearl Cohen**" or “**We**”)

This Privacy Policy (the "**Policy**") describes the privacy practices used in connection with the Website. It also describes the rights and options available to you with respect to your personal information.

PERSONAL DATA WE PROCESS

When you use the “contact us” form, or sign up to our mailing list, we collect your full name, e-mail address, mobile phone number, company affiliation and position. **Inquiry Information.** When you submit a request for information through the Website by completing a “contact us” form, or when you sign up to our mailing list, we collect your full name, e-mail address, mobile phone number and your company affiliation and position (if applicable).

When you register to events we organize or sponsor, we collect your full name, e-mail address, mobile phone number, company affiliation and position. **Event Registration Information.** When you register to events we organize or sponsor, we collect your full name, e-mail address, mobile phone number and your company affiliation and position (if applicable). We may also collect your fields of interest.

When you apply for an open position, we collect your full name, e-mail address, mobile phone number and any additional personal information included in your resume. **Job Application Information.** When you apply for an open position through the Website, we collect your full name, e-mail address, mobile phone number and any additional personal information included in your resume.

You are not legally required to provide us your information. You do not have a legal duty to provide the above information. However, you will not be able to contact us through the Website, sign up to our mailing list, register to an event, or apply for an open position without

providing the above information.

We collect your IP address.

Meta Data. When you access the Website, we collect the Internet Protocol (IP) address of the computer or other device you use to visit the Website.

We collect analytic information about your use of the Website

Analytics. When you access the Website, we use third party analytics tools, such as Google Analytics, to automatically collect aggregated information about your use of the Website.

HOW WE PROCESS AND USE PERSONAL DATA

We process your data for the following purposes:

To provide you information and communicate with you.

We process your Inquiry Information to enable communication with you and provide you with the requested information, newsletters and updates.

The legal basis under EU law for processing your Inquiry Information is your explicit consent.

To facilitate your registration to events, communicate with you and send relevant updates.

We process your Event Registration Information to facilitate your registration to events, communicate with you and send you relevant updates.

The legal basis under EU law for processing your Event Registration Information is your consent.

To facilitate your job application process through the Website.

We process your Job Application Information for the purpose of administering employment applications. We review your candidacy for and process the Job Application Information for various necessary recruitment purposes prior to making a hiring decision and, where relevant, entering into an employment agreement.

The legal basis under EU law for processing your Job Application Information is is both our legitimate interests in properly reviewing your candidacy and making a recruitment decision and taking steps necessary before entering into an employment contract with you.

For security and monitoring purposes.

We process Meta Data for security and monitoring purposes.

The legal basis under EU law for processing Meta data is our legitimate interest in monitoring and securing our Website.

To develop and improve the Website. We process your Analytics Information to understand how users interact with the Website so that we can personalize, develop and improve the Website.

The legal basis under EU law for processing your Analytics Information is our legitimate interest in developing and improving our Website.

WHEN IS YOUR PERSONAL DATA SHARED WITH OTHERS

We will not share your information with third parties, except in the events listed below or when you provide us your explicit and informed consent.

We do not sell your personal information to third parties.

We share your information with our service providers helping us in operating the Website. We will share your personal information with our service providers, who assist us with the internal operations of our Website and other aspects of our business. These companies are authorized to use your personal information only as necessary to provide their services to us and not for their own promotional purposes.

If you violate the law, we will share your information with competent authorities. If you violate any applicable law, your information will be shared with competent authorities and with third parties (such as legal counsels and advisors), for the purpose of handling of the violation.

The legal basis under EU law for this processing is our legitimate interest in enforcing our legal rights.

We will share your information if we are legally required. If we are required to disclose your information by a judicial, governmental or regulatory authority.

The legal basis under EU law for this processing is our compliance with legal obligations we are subject to.

We will share your information if the operation of Pearl Cohen is organized within a different framework. If the operation of Pearl Cohen is organized within a different framework, or through another legal structure or entity (such as due to a merger or acquisition),

provided that those entities agree to be bound by the provisions of this Policy, with reasonably necessary changes taken into consideration.

The legal basis under EU law for this processing is our legitimate interest in business continuity following a structural change.

COOKIES

What are cookies?

Cookies are text files, comprised of small amount of data, that are saved on your computer or other device (e.g. smartphone, tablet, etc.) when you use the internet and visit various websites.

We use the CookieBot add-on to provide you detailed information about the cookies we use and enable you to control the use of cookies.

We use the CookieBot add-on to provide you more detailed information about the cookies we use (including their origin, purpose and expiration dates). It also enables you to control the use of marketing cookies, preference cookies and analytics cookies. Click [here](#) to access CookieBot. You can change your mind at any time by enabling or disabling certain cookies or categories of cookies. However, you cannot disable the 'necessary' cookies because the Website cannot operate without them. By enabling cookies, you give your consent to collect the data they are intended for.

SECURITY AND DATA RETENTION

We retain personal data as needed to support our business activity and thereafter for compliance and legal purposes.

We retain personal data for the duration needed to support our ordinary business activities. Thereafter, we will continue to retain your personal information as necessary to comply with our legal obligations, resolve disputes, establish and defend legal claims.

We retain your Job Application Information for future positions beyond those you applied for

If you are hired, your Job Application Information will be transferred to our HR information system for the purpose of employment management.

If we did not hire you, we will retain your Job Application

Information in case we later have a job opening for a similar position that may be relevant to you, and for cases where we require your Job Application Information to defend or assert legal claims relating to your candidacy.

The legal basis under EU law for this processing is our legitimate interests in the future development of our business operations and in asserting or defending legal claims that impact the course of our business or reputation.

We implement measures to secure your Information. We implement measures to reduce the risks of damage, loss of information and unauthorized access or use of information. However, these measures do not provide absolute information security. Therefore, although efforts are made to secure your personal information, it is not guaranteed, and you cannot expect that the Website will be immune from information security risks.

INTERNATIONAL DATA TRANSFER

We will transfer your Information internationally only in accordance with applicable data protection laws. Information we collect from you will be processed primarily in Israel, in the EU, and in the United States.

Israel is recognized by the European Commission as having adequate protection for personal data. When we transfer your information from within the EU to the United States or other countries, which are not recognized by the European commission as having adequate protection for personal data, we will endeavor to do so while using adequate safeguards determined by the European commission, such as the EU Model Clauses or the privacy shield framework (for the United States).

YOUR EU RIGHTS

You have various rights in relation to your Information, such as the right to access, update or delete your If you are in the EU, you have the following rights under the GDPR:

Right to Access your personal data that we process and receive a copy of it.

Information and obtain a copy of your Information.

Right to Rectify inaccurate personal data we have concerning you and to have incomplete personal data completed.

Right to Data Portability, that is, to receive the personal data that you provided to us, in a structured, commonly used and machine-readable format. You have the right to transmit this data to another service provider. Where technically feasible, you have the right that your personal data be transmitted directly from us to the service provider you designate.

Right to Withdraw Consent to processing your personal data, at any time, if processing your data is based on your consent. If you do that, we will still process certain information on legal basis other than consent, as described in this Policy. Withdrawing your consent will not affect the lawfulness of data processing we carried out based on your consent before such withdrawal.

Right to Object, based on your particular situation, to using your personal data on the basis of our legitimate interest. However, we may override the objection if we demonstrate compelling legitimate grounds, or for the establishment, exercise of defense of legal claims. You may also object at any time to the use of your personal data for direct marketing purposes.

Right to Restrict processing your personal data (except for storing it) if you contest the accuracy of your personal data, for a period enabling us to verify its accuracy; if you believe that the processing is unlawful and you opposes the erasure of the personal data and requests instead to restrict its use; if we no longer need the personal data for the purposes outlined in this Policy, but you require them to establish, exercise or defense relating to legal claims, or if you object to processing, pending the verification whether our legitimate grounds for processing override yours.

Right to be Forgotten. Under certain circumstances, such as when you withdraw your consent, you have the right to ask us to erase your personal data. However, we may still process your personal data if it is necessary to comply with a legal obligation we are subject to under laws in EU Member States or for the establishment, exercise or defense of legal claims.

If you wish to exercise any of these rights, contact us at Privacy@PearlCohen.com.

We reserve the right to ask for reasonable evidence to verify your identity before we provide you with information. Where we are not able to provide you with information that you have asked for, we will explain the reason for this.

You have a right to submit a complaint to the relevant supervisory data protection authority. Subject to applicable law, you have the right to lodge a complaint with your local data protection authority. If you are in the EU, then according to Article 77 of the GDPR, you can lodge a complaint to the supervisory authority, in particular in the Member State of your residence, place of work or of an alleged infringement of the GDPR. For a list of supervisory authorities in the EU, click [here](#).

MINORS

We do not knowingly collect information from minors under the age of 18. The Website is not intended for minors under the age of 18. We do not knowingly or intentionally collect information from minors under the age of 18.

CHANGES TO THIS PRIVACY NOTICE

If we change this Policy, we will notify you of such change. From time to time, we may change this Policy, in which case we will post a notice of the change on the Website. The latest version of the Policy will always be accessible on the Website.

DATA CONTROLLERS

We are the data controller of the personal data we collect through the Website. The data controllers of the personal data we collect and process through the Website are the following:

- Pearl Cohen Zedek Latzer Baratz, an Israeli general partnership
- Pearl Cohen Zedek Latzer Baratz LLP, a Delaware limited liability partnership doing business in New York, Massachusetts and California
- Pearl Cohen Zedek Latzer Baratz UK LLP, a limited liability partnership registered in England and Wales

CCPA INFORMATION FOR CONSUMERS RESIDING IN CALIFORNIA

This is the personal information we have collected over the past 12 months when we operate as a “business” under the California Consumer Privacy Act (CCPA), with respect to users of our Website who are not Pearl Cohen clients or representatives of Pearl Cohen clients (referred to as “consumers”):

Categories of Personal Information	Specific Types of Personal Information Collected	Source of Information
Identifiers	Name, work email address, phone number (within Inquiry information, Event Registration Information and Job Application Information) Residential address, photograph (within Job Application Information) Contact information of references (within Job Application Information)	The consumer themselves
Information that identifies, relates to, describes, or is capable of being associated with, a particular individual	Subject of your inquiry (within Inquiry information) Date of birth and your LinkedIn profile information (within Job Application Information)	The consumer themselves
Professional or employment-related information	Company name and position (within Inquiry information and Event Registration Information)	The consumer themselves The consumer themselves

	<p>Details of professional qualifications and skills, employment history, job preferences and other information you provide in connection with your job application, in your curriculum vitae (résumé) and in your cover letter (within Job Application Information)</p> <p>References and background check information (within Job Application Information)</p>	Former employers and background check providers
Commercial information, including products or services purchased, obtained, or considered	Subject of your inquiry expressing interest in our legal services	The consumer themselves
Internet or other electronic network activity information	IP address from which you access the website, time and date of access, type of browser used, language used, links clicked, and actions taken while using the website	The consumer's device

The following are the CCPA business or commercial purposes for which we use each category of personal information. Details about the information we collect for each category are provided in the table above. More details about the business or commercial purposes are provided in the privacy policy's section titled 'HOW WE PROCESS AND USE PERSONAL DATA':

Categories of Personal Information	Business or commercial purposes pursuant to the CCPA
Identifiers	Providing customer service, processing or fulfilling orders and transactions, verifying customer information
Professional or employment-related information	
Commercial information, including products or services purchased, obtained, or considered	Auditing related to a current interaction with the consumer who is a job applicant
Information that identifies, relates to, describes, or is capable of being associated with, a particular individual	Processing transactions and verifying customer information
Internet or other electronic network activity information	<p>Detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, prosecuting those responsible for that activity</p> <p>Undertaking internal research for technological development and demonstration</p>

	<p>Undertaking activities to verify or maintain the quality of the service and to improve, upgrade or enhance the service</p> <p>Debugging to identify and repair errors</p>
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Please note that we do not sell your data and we have not done so in the preceding 12 months.

The following rights apply only to a California resident who is not a representative of a client receiving legal service from Pearl Cohen and only in relation to personal information that is not in the context of the client receiving legal service from Pearl Cohen:

Categories of Personal Information	Business or commercial purposes pursuant to the CCPA
Disclosure of Personal Information We Collect About You	<p>You have the right to know:</p> <ul style="list-style-type: none"> • The categories of personal information we have collected about you; • The categories of sources from which the personal information is collected; • Our business or commercial purpose for collecting personal information; • The categories of third parties with whom we share personal information, if any; • The specific pieces of personal information we have collected about you.
Right to Deletion	<p>Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:</p> <ul style="list-style-type: none"> • Delete your personal information from our records; and • Direct any service providers to delete your personal information from their records. <p>Please note that we may not delete your personal information if it is necessary to:</p> <ul style="list-style-type: none"> • Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or

	<p>otherwise perform a contract between you and us;</p> <ul style="list-style-type: none">• Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;• Debug to identify and repair errors that impair existing intended functionality;• Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;• Comply with the California Electronic Communications Privacy Act;• Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;• Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;• Comply with an existing legal obligation; or• Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.
Protection Against Discrimination	<p>You have the right to not be discriminated against by us because you exercised any of your rights under the CCPA. This means we cannot, among other things:</p> <ul style="list-style-type: none">• Deny goods or services to you;• Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;

	<ul style="list-style-type: none"> • Provide a different level or quality of goods or services to you; or • Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services. <p>Please note that we may charge a different price or rate or provide a different level or quality of goods and/or services to you, if that difference is reasonably related to the value provided to our business by your personal information.</p>
Designate an authorized agent to submit CCPA requests on your behalf	You may designate an authorized agent to make a request under the CCPA on your behalf. To do so, you need to provide the authorized agent written permission to do so and the agent will need to submit to us proof that they have been authorized by you. We will also require that you verify your own identity, as explained below.

If you would like to exercise any of your CCPA rights as described above, you should email us to: Privacy@PearlCohen.com.

We may ask you for additional information to confirm your identity and for security purposes, before disclosing the personal data requested to you, by using a two or three points of data verification process, depending on the type of information you require.

CONTACT US

You may contact us at If you have any questions or requests concerning your personal data or about our privacy practices and policies, you may contact us at: Privacy@PearlCohen.com.

You may also contact us through any one of the channels listed on our [contact us](#) page.

To contact our European representative, please email Our European representative for purposes of this Privacy Policy is Pearl Cohen Zedek Latzer Baratz UK LLP. If you are within the European Economic Area, you may contact our European representative at the following address: London@PearlCohen.com.

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