



## PRIVACY POLICY

Effective Date: June 2, 2026 Last Updated: June 2, 2026

Parker-Baker, PLLC (“Parker-Baker,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit [www.parkerbaker.com](http://www.parkerbaker.com) (the “Site”) or otherwise interact with us through the Site. By using the Site, you agree to the terms of this Privacy Policy.

This Site is operated from Little Rock, Arkansas, and is intended for users located in the United States. Use of this Site does not create an attorney-client relationship. Please do not send confidential information through the Site until an attorney-client relationship has been established in writing.

### 1. Information We Collect

We collect the following categories of information:

#### ***A. Information You Provide to Us***

- Identifiers such as your name, email address, mailing address, and telephone number;
- Payment information, processed by our third-party payment processor (LawPay);
- Case-related information you voluntarily submit through intake forms, email, or other communications with the firm; and
- Any other information you choose to provide.

#### ***B. Information Collected Automatically***

When you visit the Site, we and our service providers automatically collect certain information, including:

- IP address, device identifiers, browser type, and operating system;
- Pages viewed, links clicked, referring URLs, dates and times of access; and
- Information collected through cookies, pixel tags, web beacons, and similar tracking technologies.

#### ***C. Information from Third Parties***

We may receive information about you from third-party sources, including referring attorneys, co-counsel, and other professional referral sources.

#### ***D. Sensitive Information***

We do not knowingly collect sensitive personal information (such as Social Security numbers, financial account numbers, precise geolocation, biometric data, or health information) through

the Site. If you choose to send such information to us in connection with a legal matter, we will treat it consistent with our professional obligations of confidentiality.

### ***E. User Accounts***

The Site does not offer user accounts. You do not need to create an account to browse or contact the firm.

## **2. How We Use Your Information**

We use the information we collect for the following purposes:

- To respond to your inquiries and provide legal services;
- To evaluate potential representation and conduct conflict checks;
- To process payments;
- To send you newsletters, firm updates, and other marketing communications (where permitted by law and applicable rules of professional conduct);
- To operate, maintain, secure, and improve the Site;
- To analyze Site usage and measure the effectiveness of our advertising;
- To comply with applicable law, court orders, and our ethical obligations as attorneys; and
- For any other purpose disclosed to you at the time of collection or with your consent.

## **3. Cookies and Tracking Technologies**

We and our service providers use cookies, pixel tags, web beacons, and similar technologies on the Site. The categories of cookies we use include:

- **Essential cookies** that are required for the Site to function;
- **Functional cookies** that remember your preferences and improve your experience;
- **Analytics cookies** that help us understand how visitors use the Site (we use Google Analytics for this purpose); and
- **Advertising cookies** that allow us and our advertising partners (including Google Ads and Meta's Facebook/Instagram pixel) to deliver relevant ads to you on other websites and platforms.

You may disable or delete cookies through your browser settings. Disabling cookies may affect the functionality of the Site. You may also opt out of certain third-party analytics and advertising cookies by visiting tools such as the Network Advertising Initiative opt-out page ([www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)) and the Digital Advertising Alliance opt-out page ([www.aboutads.info/choices](http://www.aboutads.info/choices)).

### ***Do Not Track***

Because there is no consistent industry standard for responding to "Do Not Track" signals, the Site does not currently respond to such signals.

## **4. Third-Party Service Providers**

We share information with trusted third parties that perform services on our behalf, including:

- Website hosting and infrastructure providers;

- Analytics providers (Google Analytics);
- Advertising partners (Google Ads, Meta);
- Payment processing (LawPay);
- Email and marketing platforms (Mailchimp);
- Scheduling tools (such as Calendly);
- Case-management and client-intake software providers; and
- Professional advisors, including accountants, insurers, and other attorneys.

These providers are authorized to use your information only as necessary to provide services to us.

## **5. Disclosure of Information**

In addition to disclosures to service providers, we may share your information:

- With co-counsel, expert witnesses, courts, or opposing parties as necessary in connection with a legal matter or as required by law or court order;
- To comply with applicable law, legal process, subpoena, or governmental request;
- To enforce our terms, protect our rights, or protect the safety of others;
- In connection with a merger, acquisition, financing, reorganization, sale of assets, or similar transaction; and
- With your consent or at your direction.

## **6. Sale or Sharing of Personal Information**

We do not sell your personal information for money. We do engage in advertising practices (including through Google Ads and the Meta Pixel) that may be considered “sharing” or “cross-context behavioral advertising” under certain state privacy laws, such as the California Consumer Privacy Act, as amended by the California Privacy Rights Act (“CCPA/CPRA”). You may opt out of such sharing as described in Section 8 below.

## **7. Data Security and Retention**

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction. These safeguards include TLS/SSL encryption in transit, encryption at rest where supported by our service providers, access controls and authentication, application of the principle of least privilege, and vendor due diligence. No method of transmission over the Internet or method of electronic storage, however, is completely secure.

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, to comply with our legal and ethical obligations (including file-retention requirements under the Arkansas Rules of Professional Conduct, which generally require the retention of client files for at least five years following the conclusion of a matter), to resolve disputes, and to enforce our agreements. Periodic encrypted backups are maintained by our hosting and case-management providers.

## **8. Your Privacy Rights**

Depending on where you reside, you may have certain rights regarding your personal information, including the right to:

- Know or access the personal information we have collected about you;
- Request correction of inaccurate personal information;
- Request deletion of your personal information;
- Opt out of the sale or sharing of personal information and of targeted advertising;
- Withdraw consent where processing is based on consent; and
- Be free from unlawful discrimination for exercising these rights.

These rights are available to residents of California, Virginia, Colorado, Connecticut, Utah, Texas, and other states with comprehensive consumer privacy laws, subject to certain exceptions and conditions under those laws. Arkansas does not currently have a comprehensive consumer privacy law.

To exercise any of these rights, please contact us using the information in Section 13. We will verify your request by matching the information you provide against information we have on file and may request additional information to verify your identity. An authorized agent may submit a request on your behalf, subject to verification.

You may opt out of marketing emails at any time by clicking the “unsubscribe” link in any marketing email or by contacting us directly. To opt out of advertising-related cookies and sharing, you may also use the browser-based controls and industry opt-out tools described in Section 3.

## **9. Children’s Privacy**

The Site is intended for a general adult audience. It is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13. Children are not authorized to use the Site or to contract with the firm. If you believe a child has provided personal information to us, please contact us so we can delete the information.

## **10. International Users**

The Site is operated from the United States and is intended for users in the United States only. We do not market the Site or our services to individuals in the European Economic Area, the United Kingdom, or other foreign jurisdictions, and the General Data Protection Regulation (“GDPR”) and UK GDPR are not intended to apply. If you choose to access the Site from outside the United States, you do so on your own initiative and at your own risk, and you consent to the transfer of your information to, and processing in, the United States.

## **11. Third-Party Links and Social Media**

The Site may contain links to third-party websites and social media platforms (including LinkedIn, Facebook, and Instagram). This Privacy Policy does not apply to those third parties, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party sites you visit.

## **12. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. When we make material changes, we will revise the “Last Updated” date at the top of this Privacy Policy and post the updated version on the Site. Your continued use of the Site following the posting of changes constitutes your acceptance of the revised Privacy Policy.

### **13. Contact Us**

If you have any questions or concerns about this Privacy Policy or our privacy practices, or if you wish to exercise any of your rights described above, please contact us:

**Parker-Baker, PLLC**

Attn: Chris Baker, Privacy Contact

1001 La Harpe Blvd., Suite 5

Little Rock, AR 72201

General inquiries: [info@parkerbaker.com](mailto:info@parkerbaker.com)

Phone: 501-777-3023

This Privacy Policy is available in an alternate accessible format upon request.