

Privacy Policy

Effective Date: February 14, 2025

We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website www.nycicesettlement.com (the "Site").

By accessing or using our Site, you agree to the terms of this Privacy Policy. If you do not agree with the terms, please do not use our Site.

1. Information We Collect

We collect the following types of information:

Personal Information: When you fill out the Claim Form or contact us via the Site, we may collect personal information such as your name, email address, phone number, and other details necessary to process your claim.

Non-Personal Information: We also collect non-personal information automatically when you visit our Site, such as your IP address, browser type, operating system, and other browsing data through cookies and tracking technologies.

2. How We Use Your Information

We use the information we collect in the following ways:

- To process your claim and provide settlement-related information.
- To improve the functionality and content of our Site.
- To monitor and analyze usage trends and patterns through tools like Google Analytics.
- To serve you ads through programmatic media buys and Meta (Facebook/Instagram) ads.

3. Cookies and Tracking Technologies

We use cookies and other tracking technologies to enhance your user experience on our Site. These technologies help us analyze web traffic, track user behavior, and serve targeted ads.

- **Google Analytics:** We use Google Analytics to collect and analyze data about how users interact with our Site. This helps us improve our services and the user experience.
- **Programmatic Media Buys and Meta Ads:** We may use programmatic media buys and Meta Ads (Facebook/Instagram) to serve ads to users who have visited our Site or shown interest in similar content across the web. These ads may appear on other websites you visit.

You can control the use of cookies through your browser settings or opt out of Google Analytics by installing the Google Analytics opt-out browser add-on available here <http://www.google.com/ads/preferences/plugin/>

This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into users' cross device behaviors. This data may be accessed/deleted via [My Activity](#). Visitors can opt out of the Google Analytics Advertising Features [here](#).

4. Data Sharing and Disclosure

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following circumstances:

- With service providers who assist us in operating the Site and processing claims.
- In response to legal requests, such as subpoenas or court orders, or to comply with applicable laws.

5. Security

We use reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, please note that no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

6. Your Choices and Rights

You have the right to:

- Access and update your personal information by contacting us at [contact email].
- Opt out of certain data collection and advertising practices by adjusting your browser settings or using the tools provided by Google Analytics and Meta.

7. Links to Other Websites

Our Site may contain links to other websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of those websites.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Your continued use of the Site after the changes are posted constitutes your acceptance of the new Privacy Policy.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your data, please contact us at:

Email: NYCIceSettlement@atticusadmin.com

Phone: 1-800-479-0810