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- To bill your credit card when you register for an event.
- To credit your credit card in the event that we issue you a refund.
- To send registration confirmations.
- To send marketing communications and informational newsletters that you have requested, opted-in to or otherwise agreed to receive.
- To send surveys to you.
- To update your user account with any information we receive from you or from third-party sources about you.

Also, Krol may use your information, including personally identifiable information, as follows:

- We sometimes contract with other companies and individuals to perform functions or services on our behalf, such as hosting the Krol site, sending email messages and informational newsletters and administering surveys. They may have access to personal information, such as email addresses, needed to perform their functions, but are restricted from using it for purposes other than providing services for Krol.
- In the event Krol, or substantially all of its assets were acquired, or in the unlikely event that Krol goes out of business or enters bankruptcy, website user information, including personally identifiable information, would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquiror of Krol or any of its assets may continue to use your personally identifiable information as set forth in this policy.
- Krol may preserve and has the right to disclose any information about you or your use of our site without your prior permission if Krol has a good faith belief that such action is necessary to: (a) protect and defend the rights, property or safety of Krol or its owners, employees, affiliates, other users of the site, or the public; (b) enforce the Terms of Use for the site; or (c) respond to claims that any content violates the rights of third parties or is otherwise unlawful. We may also disclose information as we deem necessary to satisfy any applicable law, regulation, legal process or governmental request.
- We may share any information you submit to us when we have your consent to do so, or when we need to share it in order to provide the information or service you requested.

Non-personally identifiable information



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- To better monitor in aggregate the effectiveness of our online and offline advertising and marketing campaigns.
- To better monitor in aggregate how visitors are using our site.
- To ensure that our website and e-mails continue to provide relevant content that is interesting and useful to our visitors.
- To uncover and diagnose problems with our site and servers.
- For day-to-day system administration needs.

What you will receive from Krol

We only want to send you communications and information that you expect to receive or that you have requested. All of our e-mail contains clear information on how to unsubscribe, and we honor all requests as quickly as possible. Below are examples of communications you may receive from us:

Registration confirmation e-mail messages

When you register for an event via the Krol site, you will receive an e-mail confirming your registration.

Marketing or promotional e-mails

If you sign up for one of our marketing or newsletter e-mails, we will send you the marketing e-mail and/or newsletters that you have requested.

We only send these e-mails to site visitors who sign up for one of our mailing lists or who agree to future contact regarding communications from Krol. These mailings contain clear information on how to unsubscribe.

If you are receiving communications from us and wish to unsubscribe, either follow the unsubscribe instructions in the communication or follow the opt-out instructions below to inform us that you do not want to receive e-mail from Krol.

Postal mail



Krol may also send you communications via postal mail. If you are receiving postal mail communications from us and wish to unsubscribe, either follow the unsubscribe instructions in the communication or follow the opt-out instructions below to inform us that you do not want to receive e-mail from Krol.

Answering your inquiries

If you send us or phone in a question or offer a suggestion, we may use your e-mail address, telephone number or postal address to respond to you.

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W.S. Krol PLLC
110 Wall Street, 11th Floor
New York, NY 10005
Attention: Marketing and Business Development
(212)709-8053
krol@wskrol.com