

Privacy Policy

Last Updated: August 2026

The Life Care Planning Law Firms Association (“LCPLFA,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy describes how we may collect, use, and protect information when you visit our website, communicate with us, register for programs or events, inquire about membership, or otherwise interact with LCPLFA.

Information We Collect

We may collect information that you voluntarily provide to us, including your name, email address, telephone number, law firm or organization name, professional information, mailing address, and other information you choose to provide.

We may also collect certain information automatically when you use our website, such as browser type, device information, IP address, pages visited, referring websites, and general website usage information through cookies and similar technologies.

We may receive information about you when you interact with LCPLFA through third-party platforms, including when you submit an inquiry or lead form through LinkedIn or another advertising, event, or communications platform.

How We Use Information

We may use information we collect to:

- Respond to inquiries and requests for information;
- Provide information about Life Care Planning, LCPLFA membership, programs, resources, events, and educational opportunities;
- Administer membership, registrations, programs, and other LCPLFA activities;
- Communicate with members, prospective members, and other individuals who have expressed an interest in LCPLFA;
- Operate, maintain, and improve our website, communications, programs, and services;
- Understand interest in and engagement with LCPLFA and its programs;
- Protect the security and integrity of our website and operations; and
- Comply with applicable legal and regulatory requirements.

How We Share Information

LCPLFA does not sell your personal information.

We may share information with service providers that assist us in operating our website, managing communications, administering programs or events, processing registrations or

payments, managing membership, analyzing website or marketing activity, or otherwise supporting LCPLFA's operations.

We may also disclose information when required by law, legal process, or governmental request, or when reasonably necessary to protect LCPLFA, our members, our users, or others.

Communications

If you provide your contact information to request information from LCPLFA, we may use that information to respond to your request and provide related information about LCPLFA, Life Care Planning, membership, programs, or events.

You may opt out of promotional email communications by following the unsubscribe instructions included in those communications or by contacting us.

Cookies and Similar Technologies

Our website and service providers may use cookies and similar technologies to support website functionality, understand website usage, measure the effectiveness of communications and marketing, and improve the user experience.

You may be able to manage cookies through your browser settings. Disabling certain cookies may affect some website functionality.

Third-Party Websites and Services

Our website may contain links to websites or services operated by third parties. LCPLFA is not responsible for the privacy practices of those third parties. We encourage you to review their privacy policies when visiting their websites or using their services.

Data Security

We take reasonable administrative, technical, and organizational measures designed to protect personal information. However, no method of transmission over the Internet or method of electronic storage can be guaranteed to be completely secure.

Data Retention

We may retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide services, maintain appropriate business and membership records, comply with legal obligations, and resolve disputes.

Your Choices

You may contact us to request that we update or correct personal information you have provided to us or to request that we stop sending you promotional communications.

Depending on where you reside, applicable law may provide additional rights regarding your personal information.

Children's Privacy

LCPLFA's website, membership, and programs are intended for adults and professionals and are not directed to children under the age of 13. We do not knowingly solicit personal information from children under 13.

Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any revised policy will be posted on this page with an updated "Last Updated" date.

Contact Us

If you have questions about this Privacy Policy or LCPLFA's privacy practices, please contact:

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