

Privacy Policy

Davis Demographics & Planning (DDP) values the privacy of those who visit our Web sites and register for our software and services online. We think it is important for you to understand when and why we collect personally identifiable information and how we may use it. This Privacy Policy describes DDP data collection and use policies. Please read the entire Privacy Policy before providing any personally identifiable information to us.

Notice

DDP collects personally identifiable information, such as your name, address, telephone number, or e-mail address, only if you provide this information to us voluntarily. The voluntary information we collect is used for internal verification to complete transactions; provide notification to licensees about updates to DDP's software, data, and services; and help provide technical and product support to our users. Where appropriate, DDP may pass this data to our Business Partner, ESRI, who also provides certain components of DDP's software offerings. ESRI is also committed to protecting personally identifiable information as described in their privacy statements/policies.

DDP may also use your name, address, and e-mail to send you marketing materials, user conference information, and newsletters unless you notify us that you do not want to receive these materials. Occasionally, DDP uses the services of e-mailing firms that are authorized to use your personally identifiable data only for the benefit of DDP.

While browsing DDP's Web site, you may be able to access the Web sites of our partners and third parties through a hyperlink. DDP assumes no responsibility for the privacy practices of third parties' Web sites and suggests you review the privacy statements/policies on such Web sites before sharing your personally identifiable data.

Collection

Certain information, such as the Internet Protocol (IP) address of your computer, may be stored through the use of "cookies" intended to speed access to DDP information and services. A cookie is a small file that can be used to tell us when you visit our Web sites and track your browsing preferences. DDP does not use cookies to store information such as credit card numbers, telephone numbers, or other information you provide. To maintain your privacy, you can disable your browser's ability to accept cookies.

DDP may also collect personally identifiable information you provide when you order and register software or services; register for training or conferences; or make requests that require a direct response to you.

Choice

If you submit personal information, DDP may contact you or send you marketing information about software or services. If you do not wish to receive this information, you may notify us by sending an e-mail to info@daviddemographics.com as indicated below. Keep in mind, however, that you may not receive information on important user conferences or other valuable information as a result of your election to be removed from mailing lists.

Other than as described in this Privacy Policy, DDP will not disclose your personally identifiable information unless required to do so by law or in the good faith belief that such action is necessary to (1) conform to the edicts of the law, (2) protect and defend the rights or property of DDP, or (3) as part of a transfer of assets to a successor in interest.

Except as stated, DDP does not rent, sell, or otherwise share personally identifiable information.

If you no longer wish to receive e-mail or postal notifications about software, services, or special promotions, please let us know by sending an e-mail to us at info@daviddemographics.com and specifying that you do not want to receive these notifications. Please provide us with your exact name and address or e-mail address as well as a description of the publication or mail piece you received.

We will use reasonable efforts to refrain from including you when sending marketing or other materials.

Security

DDP will take reasonable and prudent precautions to ensure that your personally identifiable data is protected against unauthorized access, use, or disclosure.