

Names and Numbers Web Site Privacy Policy

K.W. Brock Directories, Inc., d/b/a Names and Numbers (hereinafter “Names and Numbers”) is committed to safeguarding your privacy on its Web site located at <http://www.namesandnumbers.com>. This Names and Numbers Privacy Policy does not apply to products or services provided, or information obtained, other than through the Web site. Please read the following policy to understand how your information will be treated. This policy may change from time to time so please check back periodically. Please keep in mind that some of the services mentioned specifically in this policy may not be available on the site at this time. If you have questions concerning this policy, please contact **Todd McKnight** at toddm@namesandnumbers.com. This Privacy Policy is effective as of August 1, 2006.

What information does Names and Numbers collect from me?

Names and Numbers requests information such as your name, address, city, state, zip, phone, and email for use in various customer service forms found on its Web site. For example, the “Advertise In Our Directories” form would require you to provide us with personal contact information so that a sales representative could contact you with pertinent information pertaining to Names and Numbers’ advertising policies and procedures. In addition to customer service forms, we may ask you for information at other times, such as when you report a problem with our site or services, or contact the company via the corporate e-mail address. If you contact Names and Numbers, we may keep a record of that correspondence.

If you believe that any inaccurate or inappropriate information has been obtained or disseminated through your use of this Web site, you should contact a representative of Names and Numbers at customerservice@namesandnumbers.com.

What are “cookies” and how does Names and Numbers use them?

A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. Cookies allow you faster and easier access to our Web site content, and allow us to monitor traffic on the site and measure traffic patterns to improve functionality.

How does Names and Numbers use the information?

Names and Numbers' primary goal in collecting information through the use of forms and email reports is to improve the Web site and provide the user with the best possible experience on the site.

Who is collecting information?

When you are on the Names and Numbers Web site and are asked for personal information, you are sharing that information with Names and Numbers and its affiliates and service providers only. However, please be aware that other Web sites to which we link may collect personally identifiable information about you when you visit those sites. The information practices of other Web sites linked to our Web site are not covered by this Privacy Policy.

With whom does Names and Numbers share my information?

We will not disclose any of your personally identifiable information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it, or under the circumstances described below. The following describes some of the ways that your information may be disclosed.

Data in the Aggregate: We may disclose “blinded” aggregated data and user statistics to prospective partners and other third parties, and for other lawful purposes. Blinded data is data which does not identify an individual person.

Other: We also may disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating Names and Numbers' [Terms of Use](#), or may otherwise be causing injury to or interference with (either intentionally or unintentionally) Names and Numbers' rights or property, other Names and Numbers Web site users or customers, or anyone else that could be harmed by such activities. We may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service and improve our products and services.

As we continue to develop our business, we may buy or sell businesses or assets. In such transactions, confidential customer information generally is one of the transferred business assets. In the event of a transaction involving the sale of some or all of Names and Numbers' businesses, customer and site visitor information may be one of the transferred assets.

What security precautions are in place to protect the loss, misuse or alteration of my information?

Because of the global nature of the Internet, when you give us information, that information may be sent electronically to servers outside of the country where you originally entered the information. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. This site does not use security encryption measures when it comes to the provision of name, address, city, state, zip, phone, and email information. Therefore, information that you disclose by use of this site (as with any site that is non-secure), by posting a message or using e-mail, potentially could be collected and used by others. This may result in unsolicited messages from third parties or use of such information by third parties for their own purposes, legal or illegal. As a result, while we strive to protect your personal information, Names and Numbers cannot ensure or warrant the security of any information you transmit to us or from our services, and you do so at your own risk. Once we receive your transmission, we use commercially reasonable efforts to ensure its security on our systems.