

Privacy Policy

Last Modified: August 2018

In this privacy policy, we will refer to Yellow Page Directory Services, Inc. using the terms 'YPDS', 'us', 'we' and 'our'. If you advertise with us we call you an 'advertiser'. If you use any of our services, we call you a 'user'.

Our Commitment to your Privacy

Your privacy is important to us. Yellow Page Directory Services, Inc. respects and takes steps to protect the privacy of our customers. We strive to take reasonable care of information we may receive from you.

What this Privacy Policy Covers

This policy covers how YPDS treats personal information that YPDS collects and receives, including information related to your past use of YPDS services. Personal information is information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available. This policy does not apply to the practices of companies that YPDS does not own or control, or to people that YPDS does not employ or manage.

Information We Collect and How We Collect It

YPDS collects personal information when you sign up with YPDS, when you use YPDS products or services, when you visit YPDS pages. YPDS may combine information about you that we have with information we obtain from third parties, with whom we have a business relationship. YPDS collects personal information from online resources provided by you and other online resources. YPDS collects information about your transactions with us, including information about your use of products and services that we offer. We may, additionally, track non-personal information about your visit, including the domain name and the name of the Web page from which you entered our site, how much time you spend on each of our pages, and the IP address associated with your computer. We use this information to improve the performance and operation of our site.

How We Use the Information

YPDS uses information for the following general purposes: to customize advertising and the content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide statistical reporting for internal and external clients.

Information Disclosure

YPDS does not rent, sell, disclose or share personal information about you with other people or nonaffiliated companies except to provide products or services you've requested.

Security

No data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, we make reasonable efforts to ensure security on our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered or destroyed by breach of any firewalls or secure server software we may employ. YPDS continues to evaluate and implement enhancements in security technology and practices, however, we can only take steps to help reduce the risks of unauthorized access. We limit access to personal information about you to employees who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs.

Edit, Update or Delete your Account and Information

You can edit your YPDS Account Information at any time. We limit our collection of information about you to that which is relevant for the intended business and legal purposes for which it is to be used. We do not use information about you in a way that is incompatible with the purposes for which it was collected or subsequently authorized by you. To the extent necessary for those purposes, we take steps to ensure that information about you is reliable for its intended use, accurate, complete and current.

You have the right to review and update your personal details. We will delete your information at your request if it is not otherwise required to be retained by law or for legitimate business purposes. We will ask you to identify yourself and the information requested to be accessed, corrected or removed before processing such requests.

Changes to this Privacy Policy

This Privacy Policy supersedes and replaces all previously posted Privacy Policies. We may update this privacy policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy.