

Privacy Policy

W.M. Durham Associates LLC (WMDA LLC) is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the WMDA LLC website and governs data collection and usage. By using the WMDA LLC website, you consent to the data practices described in this statement.

Collection of your Personal Information

W.M. Durham Associates LLC collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. W.M. Durham Associates LLC also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by W.M. Durham Associates LLC. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by W.M. Durham Associates LLC for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the W.M. Durham Associates LLC website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through W.M. Durham Associates LLC public message boards, this information may be collected and used by others. Note: W.M. Durham Associates LLC does not read any of your private online communications.

W.M. Durham Associates LLC encourages you to review the privacy statements of websites you choose to link to from W.M. Durham Associates LLC so that you can understand how those websites collect, use and share your information.

W.M. Durham Associates LLC is not responsible for the privacy statements or other content on websites outside of the W.M. Durham Associates LLC and W.M. Durham Associates LLC family of websites.

Use of your Personal Information

W.M. Durham Associates LLC collects and uses your personal information to operate the W.M. Durham Associates LLC website and deliver the services you have requested. W.M. Durham Associates LLC also uses your personally identifiable information to inform you of other products or services available from W.M. Durham Associates LLC and its affiliates. W.M. Durham Associates LLC may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

W.M. Durham Associates LLC does not sell, rent or lease its customer lists to third parties. W.M. Durham Associates LLC may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, address, telephone number) is not transferred to the third party. In addition, W.M. Durham Associates LLC may share data with trusted partners to help us perform statistical

analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to W.M. Durham Associates LLC, and they are required to maintain the confidentiality of your information.

W.M. Durham Associates LLC does not use or disclose sensitive personal information, such as race, religion, sexual orientation, or political affiliations, without your explicit consent.

W.M. Durham Associates LLC keeps track of the websites and pages our customers visit within W.M. Durham Associates LLC, in order to determine what W.M. Durham Associates LLC services are the most popular. This data is used to deliver customized content and advertising within W.M. Durham Associates LLC to customers whose behavior indicates that they are interested in a particular subject area.

W.M. Durham Associates LLC websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on W.M. Durham Associates LLC or the site; (b) protect and defend the rights or property of W.M. Durham Associates LLC; and, (c) act under exigent circumstances to protect the personal safety of users of W.M. Durham Associates LLC, or the public.

Use of Cookies

The W.M. Durham Associates LLC website uses “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize W.M. Durham Associates LLC pages, or register with W.M. Durham Associates LLC site or services, a cookie helps W.M. Durham Associates LLC to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same W.M. Durham Associates LLC website, the information you previously provided can be retrieved, so you can easily use the W.M. Durham Associates LLC features that you customized.

We use “Google Analytics” to collect information about use of this site. Google Analytics collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve this site. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

Google Analytics employs cookies to define user sessions, which allows for the collection of data about how visitors are using the websites. Google Analytics uses only first-party cookies for data analysis. This means that the cookies are linked to a specific website domain, and Google Analytics will only use that cookie data for statistical analysis related to your browsing behavior on that specific website. According to Google, the data collected cannot be altered or retrieved by services from other domains.

If you choose, you can opt out by turning off cookies in the preferences settings in your web browser. Please be aware that our website uses cookies to provide some technical functionality like page navigation and image display. Some portions of our site may not work properly with cookies disabled. W.M. Durham Associates LLC makes no warranty of site performance with cookies disabled.

Security of your Personal Information

W.M. Durham Associates LLC secures your personal information from unauthorized access, use or disclosure. W.M. Durham Associates LLC secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of financial grade encryption.

Changes to this Statement

W.M. Durham Associates LLC will occasionally update this Statement of Privacy to reflect company and customer feedback. W.M. Durham Associates LLC encourages you to periodically review this Statement to be informed of how W.M. Durham Associates LLC is protecting your information.

Contact Information

W.M. Durham Associates LLC welcomes your comments regarding this Statement of Privacy. If you believe that W.M. Durham Associates LLC has not adhered to this Statement, please contact W.M. Durham Associates LLC at wmdallc@wmdallc.com. We will use commercially reasonable efforts to promptly determine and remedy the problem.