

SimplyMap Privacy Statement

Geographic Research, Inc. Website & SimplyMap Privacy Statement

This document was last updated on May 31st, 2011

1. Acknowledgement and acceptance of terms

Geographic Research is committed to protecting your privacy. This Privacy Statement sets forth our current privacy practices with regard to the information we collect when you or your computer interact with our websites. By accessing www.geographicresearch.com , www.simplymap.com or other sites sponsored by the company, you acknowledge and fully understand Geographic Research's Privacy Statement and freely consent to the information collection and use practices described in this Website Privacy Statement.

2. Information We Collect and How We Use It

Geographic Research collects certain information from and about its users three ways: directly from our Web Server logs, the user, and with Cookies.

a. Web Server Logs.

When you visit our Websites, we may track information to administer the site and analyze its usage. Examples of information we may track include:

Your Internet protocol address.

The kind of browser you use.

Number of links you click within the site.

State or Country from which you accessed the site.

Date and time of your visit.

Pages you viewed on the site.

b. Use of Cookies

Geographic Research may use cookies to personalize or enhance your user experience. A cookie is a small 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. All cookies from Geographic Research are deleted after each session and are not saved on your computer.

One of the primary purposes of cookies is to provide a convenience feature to save you time. For example, if you navigate within www.simplymap.com , a cookie helps provide personalized functionality within a particular session.

Geographic Research reserves the right to share aggregated site statistics with partner companies, but does not allow other companies to place cookies on our website.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. If you reject cookies by changing your browser settings then be aware that this may disable some of the functionality on our Websites.

c. Personal Information Users

When you register with Geographic Research (www.geographicresearch.com), we will request some personal information such as name, address, email, telephone number or facsimile number and other relevant information. If you are registering with SimplyMap (www.simplymap.com), we may request your name and student number or library card number (if applicable). Any personal information we collect is a result of agreements we have with specific Data Providers. You may also be asked to disclose personal information to us so that we may provide assistance and information to you. For example, such data may be warranted in order to provide online technical support and troubleshooting.

We will not disclose personally identifiable information we collect from you to third parties (including Data Providers) without your permission except to the extent necessary including:

To protect ourselves from liability,

To respond to legal process or comply with law, or

In connection with a merger, acquisition, or liquidation of the company.

3. Changes to this Statement

Geographic Research has the discretion to occasionally update this privacy statement. When we do, we will also revise the "updated" date at the top of this Privacy page. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of our Websites constitutes your agreement to this privacy statement and any updates.

4. Contacting Us

If you have questions regarding our Privacy Statement, its implementation, failure to adhere to this Privacy Statement and/or our general practices, please contact us at info@geographicresearch.com or send your comments to:

Geographic Research, Inc.
Attention: Customer Service
244 5th Avenue, Suite 2316
New York, NY 10001

Geographic Research, Inc. will use commercially reasonable efforts to promptly respond and resolve any problem or question.
