

Collected Information

We require customers who register to use our services to give us contact information, such as full name and email address. Other information such as demographic information (zip code, street address and phone numbers) is voluntary.

In some cases we may ask for additional information, in order to provide technical support. Any such additional information would be of a technical nature.

Dauids Home Entertainment may also collect certain information from visitors to and customers of the Web site, such as Internet addresses. This information is logged to help diagnose technical problems, and to administer our Web site and Services in order to constantly improve the quality of the Service. We may also track and analyze non-identifying and aggregate usage and volume statistical information from our visitors and customers and provide such information to third parties.

Disclosure

Dauids Home Entertainment maintains information about Customer, including without limitation Customer's account registration information, user account information, billing information, services and support information, and frequency and use of Services. Dauids Home Entertainment may use this data for internal business purposes, or disclose data in aggregate form (i.e., not individually attributable to Customer) for marketing or other promotional purposes. Dauids Home Entertainment will not sell, rent, trade or otherwise disclose individual Customer information to any third parties or outside companies for any reasons other than those specified below.

Dauids Home Entertainment will provide information such as your name and email address to an outside company who perform a certain function on our behalf for billing purposes. We will not permit those companies to use the gathered information for other than the stated purpose.

Dauids Home Entertainment includes Dauids Home Entertainment contractors and service providers. If Dauids Home Entertainment is purchased or merges with another company, or if Dauids Home Entertainment becomes insolvent or files for bankruptcy, Customer agrees that all information and data may be transferred to a purchasing party. "Customer Data" means that information and data stored by Customer with Dauids Home Entertainment through use of the Services.

Dauids Home Entertainment may access Customer Data and other information for technical processing purposes including: (a) the functionality of the Service; (b) the technical requirements of Dauids Home Entertainment network; (c) the technical requirements of the Services; or (d) to conform to other, similar technical requirements. Dauids Home Entertainment may access Customer's account and its data as necessary to identify or resolve technical problems or respond to complaints about the Services.

Dauids Home Entertainment may disclose Customer Data if Dauids Home Entertainment believes that such action is reasonably necessary: (a) to comply with the law; (b) to comply with legal process; (c) to enforce our Service Agreement; (d) to respond to claims that the Customer uses the Services to support activities that violate the law or the rights of third parties; or (e) to exculpate Dauids Home Entertainment from charges of wrongdoing. However, Dauids Home Entertainment do not have a duty to make any such disclosures.

Use of Information

The use of an individual's e-mail address is necessary to keep our Customers well informed of maintenance issues, escalated critical issues and problem resolutions that may arise with Dauids Home Entertainment. We may also use e-mail addresses to provide our Customers with informative newsletters.

We like to keep our Customers informed via e-mail and other means. Sometimes Davids Home Entertainment uses personal and demographic information to help us determine Davids Home Entertainment products and Services are most likely to be of interest to you or help diagnose problems with our servers or administration of our sites. We also use demographic information to gather general interest in our products, to help in the analysis of product usage, purchasing, and target markets.

Third-Party Sites

The Davids Home Entertainment Online Web site contains links to other Web sites. Davids Home Entertainment is not responsible for the privacy practices or the content of these other Web sites. Customers and visitors will need to check the policy statement of these others Web sites to understand their policies. Customers and visitors who access a linked site may be disclosing their private information. It is the responsibility of the user to keep such information private and confidential.

Changes to the Privacy Policy

In the event our Privacy Policy needs to be modified, those changes will be reflected in the next revision of this Privacy policy which will be posted on the Edit My Site Online Web site. Please check back often to review any revisions.