

East Wisconsin Savings Bank Cookie Notice

When you visit our website, the site asks your browser to store a small piece of data (text file) called a cookie on your device in order to remember information about you, such as your browser, device, or login information. We may also use cookies for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but that will cause some parts of the site to not work. These cookies do not store any personally identifiable information.

Performance Cookies

These cookies are set via Google Analytics to allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

To view an overview of the privacy of your Google Analytics cookies please go here: <https://support.google.com/analytics/answer/6004245>.

You may install a Google Analytics opt-out browser add-on by going here: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Marketing Cookies

We also use marketing programs (Facebook, FIS Connections, Choozle) that deploy cookies when a user interacts with marketing communications, such as a marketing email, a marketing-based landing page on our website, and advertising we place on third-party websites. These cookies collect information such as your browser and device, which pages you visit on our website, how you arrived at our website, and other actions you may take during your visit. Collected information is used to evaluate the effectiveness of our marketing campaigns or to provide better targeting for marketing. From time to time, cookies set by third parties find their way into this "Marketing" category, but East Wisconsin Savings Bank does not always have control over those cookies and does not share personal data with those third parties.

Third Party Website Cookies

When using our website, you may be directed to other websites for such activities as ordering checks, making loan payments, applying for a job, and to view content hosted on those sites such as an embedded video or news article. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

How to Control and Delete Cookies

1. Consent Tool

The East Wisconsin Savings Bank Cookie Consent tool can be utilized to customize your cookie preferences. The tool will record when you have consented to our cookie policy and will ask for consent periodically to ensure users stay up to date with changes to our cookie and privacy policies. The consent tool specifically controls the marketing cookies and performance cookies set by using our website. Strictly necessary cookies cannot be disabled, nor can the tool be used to block cookies on third party websites linked from our website.

2. Using Your Browser

Many of the cookies used on our website can be enabled or disabled by disabling the cookies through your browser. To disable cookies through your browser, follow the instructions usually located within the “Help,” “Tools” or “Edit” menus in your browser. Please note that disabling a cookie or category of cookies does not delete the cookie from your browser unless manually completed through your browser function.

3. Cookies Set in the Past

Collection of your data from our analytics cookies can be deleted. If cookies are deleted, the information collected prior to the preference change may still be used. However, we will stop using the disabled cookie to collect any further information from your user experience. For our marketing cookie, when a user opts out of tracking, a new cookie is placed to prevent users from being tracked.

Questions?

For more information, please contact us at secure@eastwis.com.