

FIRST UNITED BANK - ONLINE PRIVACY POLICY

This Online privacy policy governs the manner in which First United Bank collects, uses, maintains and discloses information collected from users (each, a "User") of the <http://www.firstunitedbank.com> website ("Site"). This online privacy policy applies to the Site and all products and services offered through the Site by First United Bank.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, subscribe to a newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, or phone number. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service provider utilized and other similar information.

Web browser cookies

Our Site may use "cookies" to enhance User experience. A User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. A User may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If they do so, they should note that some parts of the Site may not function properly.

How we use collected information

First United Bank may collect and use Users personal information for the following purposes:

- To improve customer service

Information you provide helps us respond to your customer service requests and support needs more efficiently.

- To personalize user experience

We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.

- To improve our Site

We may use feedback you provide to improve our products and services.

- To process applications

We may use the information Users provide about themselves when applying for a product or service. We do not share this information with outside parties except to the extent necessary to provide the service.

- To run a promotion, contest, survey or other Site feature

To send Users information they agreed to receive about topics we think will be of interest to them.

- To send periodic emails

We may use the email address to send User information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests. If at any time the User would like to unsubscribe from receiving future emails, we include a link to unsubscribe or instructions at the bottom of each email or User may contact us via our Site.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Sharing your personal information

We do not sell, trade, or rent Users' personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Third party websites

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

Google AdWords remarketing

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the First United Bank's Website. Of course, any data collected will be used in accordance with our own [privacy policy](#) and Google's privacy policy.

You can set preferences for how Google advertises to you using the [Google Ad Preferences page](#).

Changes to this online privacy policy

First United Bank has the discretion to update this online privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this online privacy policy periodically and become aware of modifications.

Your acceptance of these terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting us

If you have any questions about this online privacy policy, the practices of this site, or your dealings with this site, please contact us at:

First United Bank

<https://www.firstunitedbank.com>

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