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ONLINE BANKING

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WEBSITE PRIVACY STATEMENT

First United Bank and Trust Company respects the privacy of your information. Through our website, we strive to provide information regarding our financial products and services, and other pertinent information such as our banking center locations, hours of operation, and how to contact us.

This website privacy statement explains how we collect, use, and safeguard the information you provide through your interactions with our website (“site”). It does not apply to information obtained by other methods or controlled by other agreements such as our general [Privacy Policy](#).

When you visit our website, we may collect and store non-identifying information about your visit and use it for internal purposes. This information may include the following:

- date and time of your visit
- pages accessed on our website
- web browser used
- Internet Protocol (IP) address to determine location
- links clicked and conversion information
- whether you are a returning visitor

First United Bank may use the information collected to compile aggregate data about website traffic and interactions to determine what content is most popular, estimate audience size and usage patterns, advertise new content and services based on your interests, and recognize when you return to our site. This information will help us improve our website and deliver a better and more personalized service.

### **Cookies and Tracking Technologies**

The anonymous information about your visits may be collected by using various tracking technologies, such as cookies. Cookies are small text files placed on your computer or other devices you may be using, such as a tablet or smartphone when you visit a website. The cookie is a randomly generated 18-digit ID number that uniquely identifies a web browser on a specific computer but is not used to identify an individual person. Cookies allow a website to recognize a particular device or browser and remember information about that device's preferences when visiting the website again.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline cookies if you prefer. If you block all cookies, you may find that certain features on our website will not work properly.

### **Google Analytics**

We use Google Analytics, a web analytics service provided by Google, Inc., to gather information for analysis and remarketing, as well as better understand the activity on our site and to improve our content. This is done based on the keywords you used to find us on the web. We use Google Ads and the associated remarketing tool to show ads on sites across the Internet. Google may use cookies to serve ads based upon your past interactions with our site. For example, you visit our site to get information about our personal loans, then you leave the site without completing an application. After that, you might see our personal loan ads on other web pages you visit.

The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#).

To learn more about Google's services and how to opt-out of tracking, [click here](#).

### **Website Privacy Statement Changes**

First United Bank reserves the right to amend our Website Privacy Statement as needed to reflect legal and regulatory changes, technological advancements, or changes in our practices.

**Contact Information**

If you have questions concerning our Website Privacy Statement or practices, please call (270) 821-5555 or toll-free at 1-800-367-2740.

## Quicklinks

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