



Bank of Idaho Online Privacy Disclosures

At Bank of Idaho, we are committed to protecting our customers data and online privacy. Our commitment to privacy is reflected in our practices, policies, and technology. We have created this Online Privacy Disclosure to inform you about the types of information we collect, how it is used, and with whom it may be shared.

This Online Privacy Disclosure was last updated on February 7, 2023. We may update this Online Privacy Disclosure from time to time to reflect changes in our practices or applicable laws. We will notify you of any material changes to this privacy policy by revising and posting updated policies and disclosures.

Please visit our [privacy policy](#) for more information on what Bank of Idaho does with your personal information. If you have any questions or concerns about your online privacy with Bank of Idaho, please contact us at marketing@bankofidaho.net.

Google Analytics

This Online Privacy Disclosure outlines our use of Google Analytics to understand how visitors interact with our website.

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google Analytics uses "cookies," which are text files stored on your computer, to help analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators, and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Bank of Idaho may use this information for marketing purposes, such as offering our products and services to you. We do not sell or rent your personal information to third parties, except as required by law.

Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

For additional information and resources about Google Analytics, including their privacy policy and data processing practices, please visit the following links:



- [Google Analytics Terms of Service](#)
- [Google Privacy Policy](#)
- [Google Analytics Opt-Out Browser Add-On](#)
- [Google Analytics Help Center](#)

Online Advertising Services

This Online Privacy Disclosure applies to the use of Google, Bing, and other programmatic advertising services.

Information Collection

We may collect personal information such as name, email address, other contact information, and demographic information when you interact with our advertisements. We may collect information automatically using cookies, web beacons, and other tracking technologies, such as your IP address, browser type, operating system, and the pages you visit. We may collection information we receive from third parties, such as demographic information, location data, and browsing history.

Information Use

The information we collect is used to provide you with relevant advertising and to improve the quality and accuracy of our services. We may also use the personal information for internal research and analysis purposes and to send you promotional materials related to our products and services.

Information Sharing

We do not sell or rent your personal information to third parties, except as required by law.

Security

We take reasonable precautions to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. We store your information on secure servers, use encryption, and other security technologies to protect your information.

Third-Party Links

Our advertisements may contain links to third-party websites. We are not responsible for the privacy practices of these websites. We encourage you to review the privacy policies of these websites before providing any personal information.

Your Choices

You can control the information we collect and how it is used by adjusting your device, browser and/or operating system privacy settings, or by not providing certain information when you use



our services. You may also opt-out of receiving certain communications from us or choose to limit the collection of certain types of information.

Social Media Advertising

This Online Privacy Disclosure applies to the use of social media advertising platforms including Facebook, Instagram, Twitter, LinkedIn, and others (collectively referred to as “Social Media Platforms”).

Information Collection

We may collect personal information such as name, email address, other contact information and demographic information when you interact with our advertisements on Social Media Platforms. We may also receive information from the Social Media Platforms about your interactions with our advertisements, including but not limited to the type of device you use, the date and time of the interaction, and the advertisements you interacted with.

Information Use

We use the personal information collected from the Social Media Platforms to provide better targeted advertising to users and to track the performance of our advertisements. We may also use the personal information for internal research and analysis purposes and to send you promotional materials related to our products and services.

Information Sharing

We do not sell or rent your personal information to third parties, except as required by law.

Security

We take reasonable precautions to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. We store your information on secure servers and use encryption and other security technologies to protect your information.

Third-Party Links

Our advertisements on the Social Media Platforms may contain links to third-party websites. We are not responsible for the privacy practices of these websites. We encourage you to review the privacy policies of these websites before providing any personal information.

Your Choices

You can control the information we collect and how it is used by adjusting your device, browser and/or operating system privacy settings, or by not providing certain information when you use our services. You may also opt-out of receiving certain communications from us or choose to limit the collection of certain types of information.



Remarketing

This Online Privacy Disclosure applies to our use of remarketing campaigns on various platforms, including but not limited to Google, Facebook, LinkedIn, and others (collectively referred to as “Remarketing Platforms”).

Information Collection

We may collect personal information such as name, email address, other contact information and demographic information when you interact with our website, advertisements or use our services. We may also receive information from the Remarketing Platforms about your interactions with our advertisements, including but not limited to the type of device you use, the date and time of the interaction, and the advertisements you interacted with.

Information Use

We use the personal information collected from the Remarketing Platforms to provide better targeted advertising to users and to track the performance of our advertisements. We may also use the personal information for internal research and analysis purposes and to send you promotional materials related to our products and services.

Information Sharing

We do not sell or rent your personal information to third parties, except as required by law.

Security

We take reasonable precautions to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. We store your information on secure servers and use encryption and other security technologies to protect your information.

Third-Party Links

Our advertisements on the Remarketing Platforms may contain links to third-party websites. We are not responsible for the privacy practices of these websites. We encourage you to review the privacy policies of these websites before providing any personal information.

Your Choices

You can control the information we collect and how it is used by adjusting your device, browser and/or operating system privacy settings, or by not providing certain information when you use our services. You may also opt-out of receiving certain communications from us or choose to limit the collection of certain types of information.