Summit Metro Parks Collects Information through Cookies and Other Similar Technologies: Cookies and other similar technologies may be used to collect other Information. We may use third parties to serve advertisements on other websites that may be of interest to you, based on information collected about your use of our Sites and other websites. To do so, these companies may place or recognize a unique cookie on your browser (including through the use of pixel tags and web beacons). Summit Metro Parks does not recognize automated browser signals regarding tracking mechanisms, which may include 'do not track' instructions.

Summit Metro Parks also uses web analytics services, which currently include Google Analytics and Crazy Egg Analysis Service.

Google Analytics is a web analytics service provided by Google Inc. ("**Google**"). Google Analytics uses cookies and similar technologies to analyze how users use the Domains. The information generated about Domain usage (including your shortened IP address) is transmitted to Google in the U.S. This information is used to evaluate visitors' use of the Domain, compile statistical reports on Domain activity, and provide other services related to the Site and Internet use. Google may also collect information about Domain visitors' use of other websites.

We use the information we get from Google Analytics only to improve this site. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use (as amended for government websites) and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

For more information on Google Analytics, please visit Google Analytics

To opt out of Google Analytics, please go to: https://tools.google.com/dlpage/gaoptout.

This website uses Google AdWords

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, for example using the contact form to make an enquiry. 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 Summit Metro Parks 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 <u>Google Ad Preferences page</u>, and if you want to you can <u>opt out of interest-based advertising entirely by cookie settings</u> or <u>permanently using a browser plugin</u>.