

## Online Privacy Disclosure: Use of Google Analytics and Cookies

Effective Date: 6/1/23

At King Wealth Management Group, we value your privacy and are committed to protecting your personal information. This Online Privacy Disclosure explains how we collect, use, and disclose data when you visit our website and interact with our services, particularly in relation to the use of Google Analytics and cookies. By accessing or using our website, you consent to the practices described in this disclosure.

1. **Collection of Information:** When you visit our website, we may automatically collect certain information about your device and browsing activity through the use of cookies and similar technologies. This information may include your IP address, browser type, operating system, referring URLs, pages viewed, and the duration and timestamps of your visits.
2. **Use of Google Analytics:** To improve our website and understand how visitors engage with our content, we use Google Analytics, a web analytics service provided by Google LLC ("Google"). Google Analytics uses cookies to collect and analyze information about your interactions with our website. This helps us track website traffic, visitor behavior, and demographics, allowing us to make informed decisions to enhance user experience and optimize our services.

Google Analytics may also collect other data, such as your geographical location, language preferences, and details about your device, to provide us with additional insights into visitor trends. The information generated by Google Analytics cookies is transmitted to and stored by Google on servers in the United States.

3. **Cookie Usage:** Cookies are small text files that are placed on your device by a website when you visit it. These cookies enable us to recognize your device, remember your preferences, and provide personalized features. We use both session cookies (which expire when you close your browser) and persistent cookies (which remain on your device for a set period or until you delete them) to enhance your browsing experience and analyze website traffic. You have the option to accept or decline cookies through your browser settings. However, please note that disabling or rejecting cookies may limit your ability to access certain features and functionalities of our website.
4. **Data Sharing and Security:** We do not sell, trade, or otherwise transfer your personal information to third parties for marketing or other purposes. However, we may share certain information with trusted third-party service providers who assist us in operating our website, conducting our business, or servicing you. These parties are obligated to keep your information confidential and are prohibited from using it for any other purpose.

We maintain reasonable safeguards to protect your personal information against unauthorized access, disclosure, alteration, or destruction. However, no data transmission or storage system can be guaranteed to be 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

5. **Changes to this Disclosure:** We reserve the right to modify or update this Online Privacy Disclosure at any time without prior notice. We encourage you to review this page periodically to stay informed about our information practices.

Contact Us: If you have any questions, concerns, or requests regarding this Online Privacy Disclosure or our data practices, please contact us at (518) 306-5640.