



201 E. Las Animas Street, Unit 109
Colorado Springs, CO 80903
719-649-5738

Website Privacy, Cookies & Advertising

The financial privacy notice above describes how SunWest Educational Credit Union collects, uses, and shares personal information in connection with financial products, services, accounts, and member relationships.

The following information explains how SunWest Educational Credit Union ("SunWest," "we," "our," or "us") may collect and use information when individuals visit SunWestECU.com or interact with our digital marketing and advertising.

Information You Provide Through Our Website

When you submit information through SunWestECU.com, we may collect information that you voluntarily provide, including:

- Name
- Mailing address
- Email address
- Telephone number
- Information submitted through contact or inquiry forms
- Information related to your interest in SunWest products or services
- Any other information you choose to provide

We may use this information to respond to inquiries, provide requested information, assist with products or services, communicate with you, and maintain our business and member relationships.

Information submitted in connection with an account, loan, credit application, financial transaction, or other financial service may also be subject to the financial privacy notice provided above and other applicable agreements and disclosures.

Information Collected Automatically

When you visit SunWestECU.com, SunWest and our service providers may automatically collect certain information through cookies, pixels, tags, analytics tools, server logs, and similar technologies.

This information may include:

- IP address
- Browser type and version
- Device type
- Operating system



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- Approximate geographic location
- Referring website or advertising source
- Pages viewed
- Links or buttons clicked
- Date and time of visits
- Website interactions
- Advertising campaign and referral information
- Device, cookie, or advertising identifiers

We may use this information to operate and secure our website, understand how visitors use our website, improve website performance and usability, measure marketing and advertising performance, prevent fraud or misuse, and improve our products and communications.

Cookies and Similar Technologies

SunWestECU.com may use cookies and similar technologies for website functionality, security, analytics, performance measurement, and advertising.

These technologies may include:

Necessary technologies used to operate and secure the website.

Analytics and performance technologies used to understand website traffic and how visitors interact with SunWestECU.com.

Advertising and measurement technologies used to understand the effectiveness of advertising campaigns, measure conversions, create advertising audiences, manage advertising frequency, and provide advertising that may be more relevant to visitors.

Where required by applicable law, consent will be obtained before non-essential cookies or similar technologies are used.

You may also manage cookies through your browser settings. Disabling certain cookies may affect website functionality.

Analytics and Advertising Providers

SunWest may work with analytics, advertising, and technology providers to measure website activity and the effectiveness of our marketing.

These providers may collect or receive information such as IP address, browser or device information, cookie or advertising identifiers, website activity, advertising interactions, and referral information.



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Such information may be used for purposes including:

- Website analytics
- Advertising measurement
- Conversion tracking
- Campaign reporting
- Audience creation
- Retargeting or remarketing
- Fraud prevention
- Advertising performance improvement

The independent collection and use of information by these providers may also be governed by their own privacy policies.

Microsoft Advertising

SunWest may use Microsoft Advertising and advertising technologies associated with Microsoft.

Microsoft may collect or receive personal data from visitors to SunWestECU.com through cookies, pixels, tags, Universal Event Tracking ("UET"), or similar technologies in connection with Microsoft Advertising.

Microsoft may use this information to provide advertising services, including campaign measurement, conversion tracking, reporting, performance analysis, retargeting, personalized advertising, fraud prevention, and improvement of Microsoft products and services.

For more information about Microsoft's collection and use of personal data, please review the Microsoft Privacy Statement:

<https://privacy.microsoft.com/en-us/privacystatement>

Your Advertising and Tracking Choices

You may control or limit certain cookies and tracking technologies through your browser settings and through any privacy or cookie controls made available on SunWestECU.com.

You may also manage certain personalized advertising preferences through Microsoft:

<https://account.microsoft.com/privacy/ad-settings/>

Additional opt-out choices for interest-based advertising may be available through industry programs such as the Digital Advertising Alliance:

<https://optout.aboutads.info/>



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Opting out of personalized or interest-based advertising does not necessarily mean that you will stop seeing advertisements. Instead, the advertisements you receive may be less personalized.

Data Security

SunWest uses reasonable administrative, technical, and organizational safeguards designed to protect information collected through our website.

No internet transmission or electronic storage system can be guaranteed to be completely secure.

Third-Party Websites

SunWestECU.com may contain links to third-party websites or services.

Those websites may independently collect information according to their own privacy policies. SunWest is not responsible for the privacy practices of third-party websites or services that we do not control.

Questions About Website Privacy

If you have questions about this website privacy notice or SunWest's privacy practices, please contact us:

SunWest Educational Credit Union

Phone: (719) 561-0804

Toll Free: (800) 357-0804

You may also contact us through SunWestECU.com.