



WSFS Bank Digital Properties Privacy Policy

Updated January 2016

I. Introduction and Scope

WSFS Bank is committed to protecting your privacy. This policy explains our current privacy practices with regard to the information we collect when you, your computer, or your mobile device interacts with our website, wfsbank.com. This policy also explains which types of personally identifiable information (PII) we collect on our website and why we can collect it, as well as the ways you can communicate with us regarding that information. Finally, it explains how we use and protect your data with regard to online ads (e.g., banner ads) on third party sites.

This policy does not address the collection and use of nonpublic personal information, also known as consumer financial information, about individuals who obtain financial products or services from WSFS Bank. Our policy regarding consumer financial information is available in the [WSFS Bank Privacy Policy](#).

By visiting our site, you are accepting the practices described in this policy and consent to our use of cookies and similar technologies.

II. What information do we collect from you on our site?

We collect both personally identifiable information (PII) and non-personally identifiable information from you when you visit our site. PII is information that identifies a particular person. Examples include your name, phone number, address, and social security number. It is possible to browse our site without submitting any personally identifiable information.

A. Non-personally Identifiable Information

When you visit our site, we receive and collect certain information about you through the use of cookies. This information may include, but is not limited to, some or all of the following items:

- Your Internet Protocol (IP) address and/or domain
- Geo-location of your computer
- Type and version of your internet browser software and operating system
- Date, time, and duration of your site access
- Specific pages, buttons, images, videos, links, or forms that you access while visiting the site
- Type of device (e.g. iPad®, iPhone®, Android™) you use to view and interact with the site
- Mobile carrier and/or internet service provider
- Demographic information concerning the country of origin of your device and the language(s) used

We may use the tracking technologies on our site to:

- Remember personal settings including your preferences
- Enhance your online experience
- Improve our products and services
- Track online applications and programs
- Track the effectiveness of advertisements for our products and services
- Monitor site usage and/or performance
- Service your requests and/or inquiries
- Ensure technological compatibility with your computer or other electronic or mobile device
- Conduct aggregate analyses on usage patterns

III. What information do we collect from you elsewhere on the internet?

We and/or other third parties may collect personally identifiable information about your online activities over time and across different web sites when you use our site. No personal banking data is paired with any individual user.

Our advertisements appear on websites that use the same advertising service providers as us. When you visit our site, these advertising service providers may use your browsing history across other websites to choose which advertisements to display to you.

IV. What do we do with the information we collect?

A. Personalize or Enhance Your User Experience

In addition to using cookies to gather data, we use them to personalize or enhance your user experience. A cookie is a small text file that is placed on your hard disk by a web page server. Cookies are uniquely assigned to you and can be read only by a web server in the domain that issued the cookie to you. We, as well as third party vendors including Google, use first party cookies (such as the Google Analytics cookie) to inform, optimize, and serve content based on your visit to our website. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies. If you reject cookies by changing your browser settings, be aware that this may disable some of the functionality of our website. For website browsing and general visits, cookies are not mandatory. However, once you leave the public website (for instance, to log into online banking) your visit will require cookies.

B. Gauge the Impact of Website Changes and Make Improvements to Our Website

Like many other websites, we employ Google Analytics and similar tools to collect non-personally identifiable information when available (such as age, gender and interests). These analytics tools provide us with a summary that is statistical in nature and cannot be tracked back to a specific individual. We use this information to gauge the impact of website changes and to make improvements to our website. No personally identifiable information is paired with the non-personally identifiable information we collect. 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 Service](#) 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.

C. Track Your Response to Our Advertisements

We and/or our third party advertising service providers use technologies known as pixels, web beacons, or tags to track your response to our digital advertisements. Our web pages may contain these pixels, which allow us to count users who have responded to an advertisement or visited those pages. We include pixels in email messages or newsletters in order to determine whether messages have been opened and acted upon. Deleting or disabling cookies will not remove pixels or similar technologies.

V. Electronic Communications and Social Media

Certain forms of electronic communication (such as email, text messages, social media, and app stores) are inherently insecure. Please refrain from sending or posting sensitive personal information (such as your account number or social security number) and carefully review any applicable terms of use or privacy policies. When we have a presence on a site owned by a third party, such as a page or handle on a social media site, that party's privacy policy and terms of use will take precedence over this policy unless stated otherwise.

VI. Children's Privacy

WSFS Bank's websites are not targeted toward children and we do not knowingly collect personal information from individuals under the age of 13. For more information about the Children's Online Privacy Protection Act (COPPA), please visit www.ftc.gov.

VII. Changes to This Policy

We reserve the right to update this policy at any time. When we do, we will revise the "updated" date at the top of this page. It is your responsibility to review this policy periodically and remain informed about any changes to it. Your continued use of our site constitutes your agreement to this policy and any updates.

VIII. Contact

If you have questions or comments regarding WSFS Bank's Digital Properties Privacy Policy, please contact us at digitalmarketing@wsfsbank.com.