

## **Privacy Policy**

Sampson Tree Service has enabled Google Analytics on this website. Google Analytics is a tool that helps gather feedback using non-identifiable aggregated data such as number of unique visitors to a page and the navigation the visitor took to get to a specific piece of content. The Department will use this data to make modifications to the website to improve the user experience and monitor the traffic on the website.

In order to use this tool, Google sets a cookie on your machine or device. While this cookie is set automatically, you may chose not to have the cookie placed on your machine or device without any modifications to the appearance or functionality of the website by following the instructions below. You may also delete the cookie at any time through the options tab on your browser also outlined below. The cookie monitors your navigation through the website and records:

1. what content was viewed;
2. how you arrived at the specific content;
3. your ISP provider including the ISP providers geographic information;
4. the time spent viewing a specific piece of content;
5. the time spent on the entire website;
6. the path taken to access the website; and
7. the connection speed of the session.

Google Analytics does not tell us who you are or allow us to determine your identity nor does the cookie monitor or record your web usage after you leave the website. The data is automatically sent from the cookie on your machine or device to Googles system which immediately aggregates the data. Neither us nor Google will ever have access to the specifics of your particular session. What we will see is the aggregate data from all users for a particular time period.

We are gathering this information for internal purposes and have chosen to not share the aggregate data with Google. We may use the aggregated data to share with our contractors to help improve the user experience. We will retain the aggregated data as long as required per our records retention policy.

We have taken great efforts to protect your privacy.

To opt out of having the cookie installed on your machine or device, you may need to adjust your internet browsers cookie settings. If you use multiple browsers on your machine or device, you will need to complete this process for each browser used.

If you have any questions about our use of Google Analytics please contact us via the contact form on our website.