



HIGHTOWER

well-th. rebalanced.

Cookie Policy

Last Modified: June 30, 2020

Introduction

This Cookie Statement explains how HighTower Holding, LLC (collectively, with its subsidiaries and affiliates, “Hightower,” “we,” “us,” or “our”) uses cookies on our websites and online services, and the choices you have.

This cookie policy provides you with clear and comprehensive information about the cookies we use and the purposes for using cookies. To review the related policies that apply to users of [Hightower Advisors](#), please read our Privacy Policy located in the [Legal and Privacy](#) disclosures.

Definition of “Cookies”

Cookies are small pieces of text used to store information on web browsers. Cookies are widely used to store and receive identifiers and other information on computers, phones, and other devices. We also use other technologies, including data we store on your web browser or device, identifiers associated with your device, and other software, including web beacons and pixel tags, for similar purposes. In this Cookie Statement, we refer to all of these technologies as “cookies.”

Types of Cookies

We use cookies to provide, protect, and improve our products and services, such as by personalizing content, offering and measuring advertisements, understanding user behavior, and providing a safer experience. We describe below the various types of cookies we use and the purposes they perform:

Browsing or session (essential) cookies: These cookies are strictly necessary to provide you with our websites and services and to enable essential features. If you disable these cookies, we will not be able to fulfill your requests.

Performance and functionality cookies: These cookies collect information about how you use our websites and services and allow us to remember the choices you make while browsing. The information these cookies collect allows us to optimize our websites and make them easier for you to use, and it does not personally identify you. If you disable or opt out of these cookies, you may not be able to use certain features of our websites and services. Additionally, it may reduce the support or information that we can provide you.



Analytics and customization cookies: These cookies collect information we use in aggregate form to help us understand how our websites, applications and services are being used and how effective our marketing campaigns are, and to help us customize our websites. If you disable or opt out of these cookies, you may not be able to use certain features of our websites, applications and services, and it may reduce the support or information that we can provide you.

Advertising (profiling) cookies: These cookies collect information about your browsing or shopping history and are used to make advertising messages more relevant to you. They perform functions like preventing the same advertisement from continuously reappearing, ensuring that advertisements are properly displayed, and in some cases selecting advertisements that are based on your interests. We may share this information with third parties to help create and deliver advertising personalized to you and your interests. If you disable or opt out of these cookies, you may not be able to use certain features of our websites, applications and services, and it may reduce the support or information that we can provide you.

Social networking cookies: These cookies are used to enable you to share pages and content on our websites and services through third-party social networking and other websites. These cookies may also be used for advertising purposes.

In detail, the cookies present on the Hightower website are as follows:

Technical name	Data Controller/ Provider	Cookie type, function and purpose	Duration
_ga	hightoweradvisors.com	HTTP, Statistics, Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat	hightoweradvisors.com	HTTP, Statistics, Used by Google Analytics to throttle request rate	1 day
_gid	hightoweradvisors.com	HTTP, Statistics, Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day

Cookies Placed by Third Parties

You may also encounter cookies on our websites, applications and services that are placed by third parties. We may also allow third parties to place cookies on our websites to track information about your online activities and/or across third-party sites or online services, including to send you targeted advertisements based on that information, which may include the remarketing of our products and services that you have viewed on our websites and on third-party websites.



HIGHTOWER

This Cookie Statement does not apply to the cookies, applications, technologies, or websites that are owned and/or operated by third parties, or such third parties' practices, even if they use or access our technology to store or collect information. To understand how third parties use cookies, please review their privacy and cookie policies:

- Google: <https://policies.google.com/privacy?hl=en>
- Marketo: <https://documents.marketo.com/legal/privacy/>
- YouTube: <https://policies.google.com/privacy>

Changing Your Cookie Settings

Please note that internet browsers allow you to change your cookie settings. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. To understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

Opting Out of Cookies

If you wish to withdraw your consent at any time, you will need to delete your cookies using your internet browser settings. For further information about deleting or blocking cookies, please visit: <http://www.aboutcookies.org/Default.aspx?page=2>.

If you choose to reject cookies, as noted above, you may not be able to use certain features of our websites and services.

Do Not Track

Some browsers include the ability to transmit "Do Not Track" signals. We do not process or respond to "Do Not Track" signals. Instead, we adhere to the standards described in our Privacy Policy and this Cookie Statement.

More Information About Cookies

All About Cookies

Useful information about cookies can be found at: <http://www.allaboutcookies.org>

Internet Advertising Bureau

A guide to behavioral advertising and online privacy has been produced by the internet advertising industry which can be found at: <http://www.youronlinechoices.eu>