

Byline Bank Website Privacy Policy

This Website Privacy Policy describes certain non-personally identifiable information that Byline Bank collects from visitors to our website www.bylinebank.com (the "Website") and how we use that information. This Website Privacy Policy applies only to information collected on the Website, and does not apply to information collected offline. By using the Website, you agree to the collection and use of information by us in accordance with this Website Privacy Policy.

To learn how we handle personal information collected from consumers, whether via the Website or other means, please see our Privacy Policy.

We may revise this Website Privacy Policy at any time. We will notify you of any material changes by posting the new Website Privacy Policy here and by changing the "Effective Date" at the end of the Website Privacy Policy.

Why and how do we collect non-personally identifiable information from visitors to the Website?

Byline Bank advertises online and offline. To understand how our online advertising performs, we (or our service providers) may collect certain information regarding your usage of the Website, using cookies, IP addresses and other technologies such as anonymous identifiers.

"Cookies" are pieces of information generated by web servers and stored in your computer for future access. Cookie technology does not capture your individual email address or any personal information about you. You may disable the use of cookies by our Website, but this will limit the functionality available to you on future visits. Cookies used by our Website include the Google Analytics Demographics and Interest Reporting cookie, which facilitate our use of Google Analytics Advertising Features, described below.

What non-personally identifiable information is collected on the Website?

Information gathered does not identify you personally and may include gender, age, and general interests.

For more information on how Google Analytics collects and processes data, please see <http://www.google.com/intl/en/policies/technologies/ads/>. We will not use these features to track, collect or upload any data that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google.

What do we do with non-personally identifiable information collected on the Websites?

We use this information to administer the Website, assess our advertising programs, and improve our Website and marketing efforts.

We use information we gather to track activity within our Websites and to gather demographic information. We sometimes use the non-personally identifiable information that we collect to improve the design and content of our Websites and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze how our Website is used, as well as to offer you products, programs or services that may be of particular interest to you. We may share aggregate information with others, including affiliated companies and non-affiliated companies.

What advertising features are in use on the Website?

Our Website has implemented the following Google Analytics for Display Advertisers Feature:

Google Analytics Demographics and Interest Reporting

This feature is used to help us understand how our advertising performs and to improve our marketing efforts and the Website.

Our website has not enabled Google Remarketing with Google Analytics but we may do so in the future.

We reserve the right to test, turn-on or turn-off any of the Google Advertising features from time to time without explicating announcement or disclosure.

You can Opt Out of Google Analytics for Display Advertisers Features by:

- Changing your settings at Google's Ad Settings at: <http://www.google.com/settings/ads>
- Installing an Opt-Out browser add-on available at: <https://tools.google.com/dlpage/gaoptout/>
- Adjusting the settings on your web browser: See <http://www.google.com/intl/en/policies/technologies/managing>

Do we share the non-personally identifiable information we collect with third parties?

We may share with third parties your non-personally identifiable information for any legal purpose. For example, we may share your information with third parties that assist us in providing our services, for advertising and marketing purposes, and potentially other reasons. In addition, we may transfer any information in our databases to a third party as part of a transfer of business assets, or release information to comply with requests from law enforcement and government agencies, to enforce the terms of our services, and to protect our customers and others.

Use of Data Provided in Online Forms

Visitors may elect to provide us with personal information via email and online forms. Our policies and practices with regard to any personal information you submit to us online are set forth in our Privacy Policy.

Children's privacy

Protecting the privacy of our children is essential to Byline Bank. Our Websites are not designed to market to children under the age of thirteen (13) or obtain information or data from them.

Links to other websites

The Websites may provide links to other websites. When you choose to use a link to visit another site, you are then subject to the security and privacy policy of that site. Byline Bank is not responsible for the privacy, security, accuracy or reliability of the information on third party websites.

Keeping your information secure

The security of your personal information is very important to us, and we are committed to protecting the information that we collect. We have security measures in place at our facilities and in our systems to protect against the loss, misuse or alteration of information that we have collected from you at our Website.

If you have any questions or concerns regarding our Website Privacy Policy, please speak with your local branch representative, or call us at (773) 244-7000.

Effective Date: January 2015
