

Cookie Policy

Last updated: February 3, 2026

This Cookie Policy explains how Gasaway Investment Advisors, d/b/a Alliance Retirement Plan Solutions, uses Cookies, Pixels, Tags and similar technologies on www.alliancerps.com. It outlines the types of Cookies We use, the information they collect, and how that information is used to support website functionality, measure performance, enhance user experience, and improve the relevance and effectiveness of Our advertising across digital platforms.

We use essential Cookies that are necessary for the Website to function, as well as non-advertising analytics Cookies that help Us understand website traffic and performance. We also use advertising-related Cookies for advertising, profiling, and targeted marketing.

Cookies do not typically identify You directly, but they may collect device or browser-based information that can be associated with other data. We do not store sensitive personal information such as passwords or financial account details in the Cookies We use.

For more information about how We handle and protect Your personal data, please refer to our [Privacy Policy](#).

Interpretation and Definitions

Interpretation

Words with initial capital letters have specific meanings defined in this section. These definitions apply consistently, whether the terms are used in the singular or plural form.

Definitions

For the purposes of this Cookies Policy:

- **Company** (referred to as either, "the Company", "We", "Us" or "Our" in this Cookies Policy) refers to Gasaway Investments Advisors, Inc., d/b/a Alliance Retirement Plan Solutions. 7110 Stadium Drive Kalamazoo, MI 49009.
- **Cookies** means small files that are placed on Your computer, mobile device or any other device by a website, containing details of Your browsing history on that website among its many uses.
- **Pixels/Tags** means small snipes of code that record website events (i.e. page views, clicks) and communicates them to Our analytics or Advertising platforms.
- **Processing** refers to the use of data collected by Cookies for purposes such as measurement, analytics, personalization, and advertising.
- **Website** refers to Gasaway Investments Advisors, Inc., d/b/a Alliance Retirement Plan Solutions website, accessible from <https://www.alliancerps.com/>

- **You** means the individual accessing or using the Website, or a company, or any legal entity on behalf of which such individual is accessing or using the Website, as applicable.

The Use of Cookies

Type of Cookies We Use

We use different types of Cookies, Tags and Pixels to ensure Our website functions properly, to enhance user experience, to help Us understand how visitors interact with Our content and to support measurement, audience creation, and advertising activities across digital platforms.

Below is an overview of the categories of Cookies, Tags and Pixels We use and why We use them:

- **Strictly Necessary Cookies**

These Cookies are essential for the website to operate. They enable functions such as page navigation, session management, and basic site features. Without them, Our site cannot function properly. Examples include:

- **Session Cookies**

Administered by: Us

Purpose: These Cookies maintain browsing sessions and allow Us to provide services available on the Website, including features that rely on session continuity. They help authenticate users and prevent fraudulent use of accounts. Without these Cookies, certain services cannot be provided. These Cookies are used solely for essential functions and expire when You close Your browser.

- **Persistent Preference Cookies**

Administered by: Us

Purpose: These Cookies store settings such as language and display preferences. They help Us remember the choices You make on the Website (like login details or preferred language) to provide a more personalized experience and prevent You from having to enter Your preferences each time You visit. These Cookies remain on a device after the browser is closed and persist until their designated expiration date.

These Cookies do not require consent as they are necessary for the website to work.

- **Performance & Analytics Cookies**

These Cookies are used to collect general, non-identifiable information about how the website performs and how users interact with it. They help measure overall site activity and provide insight into basic usage patterns without identifying individual visitors.

- **1st Party Cookies**

Administered by: Us

Purpose: These Cookies help Us understand how visitors use Our website by collecting basic, anonymized information such as which pages are visited and general navigation patterns. We use this information solely to improve Our content, functionality, and overall user experience. These Cookies are not used for advertising and do not track users across other websites. We do not use these analytics for advertising, nor do We enable cross-site tracking or allow analytics vendors to use Our data for marketing. These Cookies remain on Your device until they reach their programmed expiration date or are manually removed through Your browser settings.

Depending on Your location We may request consent before placing these Cookies.

- **Advertising, Targeting& Remarketing Cookies**

These Cookies support Our advertising and audience-building activities across platforms such as Google Ads, Microsoft Ads, Meta, and LinkedIn. They help Us deliver more relevant ads, limit repeated advertisements, measure campaign performance, and build remarketing or lookalike audiences

- **Advertising & Remarketing Tags (Google Ads, Microsoft Ads, etc.)**

Administered by: Google, Microsoft and other digital advertising platforms

Purpose: These Cookies and Tags record actions such as page views, link clicks, and form submissions. They help measure conversions, analyze ad performance, create audience segments, and optimize advertising spend. Advertising and remarketing Cookies remain on your device for up to 2 years, unless manually deleted. Conversion measurement Cookies persist for 90 days.

- **Social Media Pixels (Meta, LinkedIn, etc.)**

Administered by: Applicable Social Media platforms

Purpose: These Cookies and Tags track how users interact with Our Website after seeing or engaging with Our ads on social media. They allow us to build custom or lookalike audiences, understand engagement, and measure the effectiveness of Our marketing efforts. Cookies administered by Meta Pixels remain on your device for up to 90 days and can persist unless manually deleted. LinkedIn advertising Cookies persist for up to 2 years and can be manually deleted.

Depending on Your location We may request consent before placing these Cookies.

Consent Requirements

California & U.S. State Privacy Laws

Several U.S. states, including California, have privacy laws that regulate how certain data collected through Cookies, Pixels, and Tags may be used, particularly when it supports advertising or cross-site tracking. Under these laws, some of the information collected by advertising Cookies (such as unique identifiers, browsing behavior, or device data) may be considered a form of “selling” or “sharing” personal information for cross-context behavioral advertising.

Although We do **not** sell personal information for money, the use of advertising Cookies may be interpreted as “sharing” under these laws.

To comply with these requirements:

- We classify advertising and targeting Cookies as non-essential, meaning You may decline them.
- When You choose to opt out of advertising Cookies, We will disable the Cookies used for remarketing, targeted advertising, and cross-site tracking.
- We provide a method to opt out of such “sharing,” typically through Our Cookie banner or a “Do Not Sell or Share My Personal Information” option where applicable.

If You wish to manage Your preferences or opt out of advertising Cookies, You may do so at any time using Our Cookie settings or by contacting Us using the information provided in this Policy.

Your Choice Regarding Cookies

If you prefer not to use Cookies on the Website You can disable and control them through Your browser settings, Our Cookie banner on the website, or other platform-specific opt-out tools (i.e. for Google Ads, Microsoft ads, Meta, LinkedIn, etc.). You can also delete any Cookies already stored on a device. These actions can be done at any time.

For instructions on how to delete or block Cookies, please refer to the help or support pages of Your web browser.

- For the Chrome web browser, please visit this page from Google:
<https://support.google.com/accounts/answer/32050>
- For the Internet Explorer web browser, please visit this page from Microsoft:
<http://support.microsoft.com/kb/278835>
- For the Firefox web browser, please visit this page from Mozilla:
<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- For the Safari web browser, please visit this page from Apple:
<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

For any other browser or Social Media platform, please visit your web browser's official web pages.

Please note that disabling Cookies may affect Your experience on the Website, and certain features may not work as intended.

More Information about Cookies

If You would like to learn more about Cookies, how they are used, and how they affect Your browsing experience, the following resources provide further explanations:

- **Cloudflare:** [What Are Cookies?](#)
Quick overview of what Cookies are and how websites use them.
- **Microsoft Edge:** [What Are Internet Cookies?](#)
User-friendly explanation of Cookies and how they affect privacy.

Changes to this Policy

We may update this Cookie Policy to reflect changes in Our practices, legal requirements, or operational needs. When updates are made, We will revise the "Effective Date" at the top of the Policy. We encourage You to review this Policy periodically to stay informed about how We use Cookies and how We protect Your information.

Contact Us

If You have any questions about this Cookie Policy or Our data practices, please feel free to contact Us using the information below. We are committed to addressing inquiries, concerns, or requests related to Your privacy and the use of Cookies on our Website.

- **Email:** info@alliancerps.com
- **Address:** 7110 Stadium Drive, Kalamazoo, MI 49009
- **Phone:** 860-777-4015