



Cookies Policy

Mountain High E&S Co. is committed to continually improving the experience for our users as they visit our site. Cookies are the only current way to effectively identify a unique anonymous visitor and understand their navigation during a visit. When visitors to our site run into problems with their browser revision or our HTML implementation, cookies allow us to isolate their specific session in our visitor log files. This at least allows us a clue as we try to replicate the environment and isolate the problem. Further, we may use cookies to personalize our site and offer secure services for each visitor. Cookies and Personal Preferences are two methods that we may use to offer features to repeat customers that we could not offer to unknown visitors.

An anonymous visitor to our site remains anonymous in all cases. We do not attempt to identify visitors if they do not voluntarily register on our site. Today, we only use the information that we gather from the use of cookies to understand usage patterns, offer unique features, or to isolate problems experienced by our users as they traverse our site. We do not use cookies for any other purpose.

What Is A Cookie?

It used to be that a cookie was something that was eaten with milk; however, within the INTERNET the word “cookie” takes on a very different meaning. So, what is a “cookie”? A “cookie” is a small piece of information that is sent by a web server to be stored on a web browser, so that it can later be read back from that browser the next time this unique visitor returns to that web server. This becomes useful for having the browser remember specific information about this visitor like location of their last visit, time spent, or user preferences (like style sheets). The cookie is a text file that is saved in the browser’s directory and is stored in RAM while the browser is running. Also, the cookie may be stored on the computer’s hard drive once you log off from that web site or web server.

What Are Cookies Used For?

One use of cookies is for storing passwords and user ID’s for specific web sites. Also, they are used to store preferences of start pages. On sites with personalized viewing, your web browser will be requested to utilize a small amount of space on your computer’s hard drive to store these preferences. That way, each time you log on to that web site, your browser will check to see if you have any pre-defined preferences (a cookie) for that unique server. If you do, the browser will send the cookie to the server along with your request for a web page. Microsoft and Netscape use cookies to create personal start pages on their web sites. Common uses for which companies utilize cookies include: on-line ordering systems, site personalization, and web site tracking.

Site personalization is one of the most beneficial uses for cookies. For example, a person comes to the CNN site, but does not want to see any business news. The site allows the person to select this choice as an option. From then on (or until the cookie expires), the person would not see business news when they access the CNN web pages.

Some visitors feel it is an invasion of privacy for a web site to track their progress on a site. We, at Mountain High, use this knowledge strictly for the purpose of making your visits to our site as short and productive as possible. We want to get you the information or services you seek as quickly as possible and allow you to get back to work without delay. Site navigation statistics are critical to the continuing redesign of our site. We need to know if 100 different people visited our site or if one person (or robot) continuously hit the reload button 100 times.

How Do Cookies Work?

A command line in the HTML code of a document tells the browser to set a cookie of a certain name or value. The following is a general example of a script used to set a cookie.

```
Set-Cookie: name = VALUE;  
expires = DATE;  
path = PATH;  
domain = DOMAIN_NAME;
```

What about security? An HTTP Cookie cannot be used to retrieve personal data from your hard drive, install a virus, get your email address, or steal sensitive information about who you are; however, an HTTP Cookie may be used to track where you travel over a particular site. Site tracking cannot easily be done without the use of cookies.

As with everything else about the Internet, you are only as anonymous as you wish to be. No web site knows who you are until you reveal to it who you are. In the meantime, a cookie is simply a means of tracking site statistics in order to better understand usage patterns and to improve visitor productivity. A cookie is our way of remembering that information. The extent of that knowledge will not go beyond our site. Therefore, your identity will not become public to the entire Internet because you visited our site. While you may perceive that your privacy is being violated, if you visit our site and do not register, we will not know who you are. If you do not reveal private information to the Internet, it will not be known to the Internet.

If a web site designer desires to make web pages become more interactive with visitors, or if the designer plans on letting visitors customize the appearance of the site, then they will need cookies. Also, if you want your site visits to change appearances under certain circumstances, cookies provide a quick and easy way to let your HTML pages change as required. The newest servers use cookies to help with database interactivity, which can improve the overall interactivity of the web site.

Mountain High E&S Co. implements the use of cookies on the web site to analyze traffic flow, in order to continuously improve the site and further serve customer needs. Also, cookies assist in troubleshooting problems reported by users. Without the use of cookies, proxy server accesses make it impossible to distinguish between individual users in the access log without requiring user log-ins for site access. Therefore, the use of cookies is for the overall benefit of the site user, and to implement future web site content changes based upon user preferences.