

Cookies Policy

1. Cookies

The purpose of this cookies policy is to provide clear and precise information about the cookies used on our website.

Cookies and other similar technologies are tools used by web servers to store and recover information about website visitors, and to ensure correct functioning of the website. The cookies do not tell us who you are but can give us some information about how the users interact with the website and give you a more personalized web experience.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

We use own and third-party cookies to improve our services, customize our website, make it easier for our users to browse, offer an improved experience when using the website, identify problems and thereby improve the website, carry out measurements and usage statistics.

We inform you that we can use cookies on your device provided you have given your consent, except in those cases where the cookies are necessary to browse our website. If you give your consent, we will be able to use cookies that will allow us to gather more information about your preferences and customize our website according to your individual interests.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer, or to manage the types of cookies you will allow. This may, however, prevent you from taking full advantage of the website. As there are many different web browsers, please consult your own web browser settings to manage cookies.

If at any time you change your mind about our use of cookies after accepting them, please consult your own web browser settings to manage cookies or visit the Cookie Preferences area.

1.1 Cookies for ClinChoice website

Necessary (3): Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

COOKIE ID	DESCRIPTION	DURATION
__cf_bm	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	1 hour
cookieyes-consent	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.	1 year
wordpress_test_cookie	WordPress sets this cookie to determine whether cookies are enabled on the users' browsers.	Session

Functional (4): Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

COOKIE ID	DESCRIPTION	DURATION
lidc	LinkedIn sets the lidc cookie to facilitate data center selection.	1 day
li_gc	LinkedIn set this cookie for storing visitor's consent regarding using cookies for non-essential purposes.	6 months
UserMatchHistory	LinkedIn sets this cookie for LinkedIn Ads ID syncing.	1 month
__sharethis_cookie_test__	ShareThis sets this cookie to track which pages are being shared and by whom.	Session

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Analytics (8): Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

COOKIE ID	DESCRIPTION	DURATION
_ga	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	1 year, 1 month, 4 days
_gid	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat_UA-*	Google Analytics sets this cookie for user behaviour tracking.	1 minute
ga*	Google Analytics sets this cookie to store and count page views.	1 year, 1 month, 4 days
AnalyticsSyncHistory	Linkedin set this cookie to store information about the time a sync took place with the lms_analytics cookie.	1 month
bugsnag-anonymous-id	BugSnag/Juicer sets this cookie for bug reporting and other analytical purposes.	never
cebs	Crazyegg sets this cookie to trace the current user session internally.	session
_ce.gtld	Crazyegg sets this cookie to identify the top-level domain.	session

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Advertisement (3): Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

COOKIE ID	DESCRIPTION	DURATION
li_sugr	LinkedIn sets this cookie to collect user behavior data to optimize the website and make advertisements on the website more relevant.	3 months
bcookie	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser IDs.	1 year
bscookie	LinkedIn sets this cookie to store performed actions on the website.	1 year

Uncategorized (12): Other uncategorized cookies are those that are being analyzed and have not been classified into a category yet.

COOKIE ID	DESCRIPTION	DURATION
_cfuvid	Description is currently not available.	Session
wordpress_293a228630ebe06290167e2d8a422d85	Description is currently not available.	past
wordpress_sec	Description is currently not available.	past
wordpress_logged_in_293a228630ebe06290167e2d8a422d85	Description is currently not available.	past
wp-settings-0	Description is currently not available.	past
wp-settings-time-0	Description is currently not available.	past
wordpressuser_293a228630ebe06290167e2d8a422d85	Description is currently not available.	past
wordpresspass_293a228630ebe06290167e2d8a422d85	Description is currently not available.	past
wp-postpass_293a228630ebe06290167e2d8a422d85	Description is currently not available.	past
_ce.irv	Description is currently not available.	session
_ce.s	Description is currently not available.	1 year
_ce.cch	Description is currently not available.	session

Use of Google Tag manager

We use the Google Tag Manager - provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The Google Tag Manager is a tool that allows us to embed tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not create user profiles, does not store cookies, and does not perform any independent analyses. It only serves to manage and play out the tools integrated via it. However, the Google Tag Manager records your IP address, which may also be transmitted to Google's parent company in the United States. The use of the Google Tag Manager is based on Art. 6 (1) lit. f GDPR. Duration of storage: The Google Tag Manager does not store any data itself. It has no access to it. The Tag Manager only collects data on how individual tags are used. Google will store the data relevant for the function of Google Tag Manager for as long as it is necessary to fulfil the booked web service. The data collection and storage is anonymized. If there is a reference to a person, the data will be deleted immediately, as long as it is not subject to any legal storage obligations. In any case, the deletion takes place after the expiration of the retention obligation. If you later decide you wish to change your cookie preferences, you can visit our Cookie Preferences area.

Use of Google Analytics with consent from website visitors

This website uses Google Analytics – a web analytics service provided by Google Ireland Limited (“Google”, Google Building Gordon House, Barrow St, Dublin 4, Ireland) – and obtains consent to do so from website visitors. Google Analytics uses so-called “cookies”, i.e. text files that are stored on your computer and that enable your use of the website to be analyzed. The information generated by the cookie about your use of this website is usually also transmitted to a Google server in the USA and saved there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators, and providing other services to website operators relating to website activity and Internet usage. We would like to point out that this website uses Google Analytics only after prior consent and with the abbreviated version of the IP addresses to exclude direct personal reference. If you later decide you wish to change your cookie preferences, you can visit our Cookie Preferences area.

Cloudflare

We use the “Cloudflare” service provided by Cloudflare Inc., 101 Townsend St., San Francisco, CA 94107, USA. (hereinafter referred to as “Cloudflare”). Cloudflare offers a content delivery network with DNS that is available worldwide. As a result, the information transfer that occurs between your browser and our website is technically routed via Cloudflare’s network. This enables Cloudflare to analyze data

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transactions between your browser and our website and to work as a filter between our servers and potentially malicious data traffic from the Internet. In this context, Cloudflare may also use cookies or other technologies deployed to recognize Internet users, which shall, however, only be used for the herein described purpose. The cookie for HubSpot is a cookie, set by Cloudflare, and is used to support Cloudflare Bot Management.

The use of Cloudflare is based on our legitimate interest in a provision of our website offerings that is as error free and secure as possible (Art. 6(1)(f) GDPR).

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: <https://www.cloudflare.com/privacypolicy/>.

For more information on Cloudflare's security precautions and data privacy policies, please follow this link: <https://www.cloudflare.com/privacypolicy/>.

HubSpot

This website uses the HubSpot tool on the basis of legitimate interest. HubSpot uses 'cookies', i.e. text files that are stored on your computer and are only set to enable the Cloudflare WAF to distinguish individual users with the same IP address and to read and filter requests from bots. The information generated by the cookie about your use of this website is usually also transferred to a HubSpot server in the USA and stored there. The cookies are deleted after 24 hours at the latest. This cookie is set by Cloudflare and is used to support Cloudflare Bot Management.

LinkedIn

The "LinkedIn-Share-Button" is used on our website. These are Plugins of the social network LinkedIn of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA ("LinkedIn"). You can recognize the LinkedIn Plugins by the LinkedIn logo or the "Share" button on this website. When you visit this website, the Plugin establishes a direct connection between your browser and the LinkedIn server. LinkedIn receives the information that you have visited this website with your IP address. If you click the LinkedIn "Share-Button" while logged into your LinkedIn account, you can link the contents of this website on your LinkedIn profile. This allows LinkedIn to associate your visit to this website with your user account. We would like to point out that, as the provider of this website, we have no knowledge of the content of the data transmitted or of their use by LinkedIn. Details on data collection (purpose, scope, further processing, use) as well

as your rights and setting options can be found in LinkedIn's data protection information. This information is available at http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv

This website uses LinkedIn Ads, a web analysis service of "LinkedIn", based on the consent of website visitors. LinkedIn Ads uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually also transmitted to a LinkedIn server in the USA and stored there. With the help of this technology, visitors to this website can be shown personalized advertisements on LinkedIn.

You Tube

We use the function for embedding YouTube videos from Google Ireland Limited ("Google") on our website on the basis of consent. The function usually displays videos stored on YouTube in an iFrame on the website. The "Extended data protection mode" option is activated. This means that YouTube does not store any information about visitors to the website. Only when you decide to watch a video will information about it be transmitted to YouTube and stored there. Your data may be transmitted to the USA. - You have the option to revoke your consent at any time. We use the function for embedding YouTube videos from Google Ireland Limited ("Google") on our website on the basis of your consent. The function usually displays videos stored on YouTube in an iFrame on the website. The "Extended data protection mode" option is activated. This means that YouTube does not store any information about visitors to the website. Only when you decide to watch a video will information about it be transmitted to YouTube and stored there. Your data may be transmitted to the USA. - You have the option of revoking your consent at any time.