Cookie policy for the primaned.com Website

1. SUBJECT OF THIS GUIDELINE

With this Cookie Policy, we inform you about how our companies Primaned BV, Fascinatio Boulevard 522, P.O Box 247, 2909 VA Capelle aan den IJssel, The Netherlands, Primaned Iberia S.L., Via Augusta 123 Sarrià-Sant Gervasi, 08006 Barcelona, Spain and Primaned GmbH, Mainzer Straße 97, 65189 Wiesbaden, Germany (hereinafter jointly referred to as "**we**"), use cookies in connection with the operation of our website https://www.primaned.com (hereinafter referred to as "**our Website"**).

2. WHAT ARE COOKIES?

Cookies are small text files containing information that can be stored on the user's end device via the browser when visiting a Website. If the Website is called up again with the same end device, the cookie and the information stored in it can be retrieved.

3. WHAT TYPES OF COOKIES WE USE

We use different types of cookies in different combinations on our Website:

Depending on their purpose

Technically necessary cookies	Cookies that are used to enable essential functions of our Website, such as page navigation, and without which our Website cannot function properly.
Performance cookies	Cookies used to determine how visitors navigate our Website, e.g. which pages they visit, how long they stay, other metrics such as

page views, bounce rates, mouse movements, clicks, scrolling and feedback, and whether users encounter errors.

Functional cookies	Cookies that are used to determine how visitors use our Website and to save options selected by users or to provide personalised functions.
Marketing cookies	Cookies that are used to display interesting advertising content to users and to measure the effectiveness of advertising measures. This is partly done by us on our Website, but mainly by advertising partners acting independently and on their own responsibility. It is not possible to draw direct conclusions about a person.

Depending on their period of validity

Temporary cookies	Cookies that are automatically deleted when you close your browser
Persistent cookies	Cookies that remain stored on your end device for a certain period of time after you close your browser

Depending on who sets or accesses the cookie

First-party cookies	Cookies that we set ourselves or that we access ourselves
Third-party cookies	Cookies that are set or accessed by other companies on our Website

4.   FOR WHAT PURPOSES AND ON WHAT LEGAL BASIS WE USE COOKIES

We use cookies on our Website for the purposes set out in section 3 above.

The legal basis for the use of strictly necessary cookies is our legitimate interest in displaying our Website and ensuring its stability and security. The legal basis for this is Art. 6 (1) (f) GDPR. These cookies cannot be deactivated via our Website.

All other cookies, in particular performance cookies, functional cookies and marketing cookies, are only used on our Website if you have given us your prior consent in accordance with Art. 6 (1) (a) GDPR.

When you access our Website for the first time, we display a cookie banner in which you can give your consent to the use of cookies on our Website by clicking a button.

You have the following options:

- If you click on the "ACCEPT" button, you can consent to the use of all cookies listed in our cookie list (see section 9 below).

- By clicking on the "DECLINE" button, you can exclude the use of all cookies listed in our cookie list (see section 9 below), with the exception of technically necessary cookies, as these are absolutely necessary for access to our Website.

- By clicking on the "VIEW PREFERENCES" button, you are directed to a second cookie banner that displays the categories of cookies (and more detailed information on the cookies falling into the categories) used on our Website and that allows you to restrict your consent to the use of the cookies per category as listed in our cookie list (see section 9 below).

- By clicking on the "VIEW PREFERENCES"-button, you can also customise your selection at a later date.

In addition, we store your consent and, if applicable, your individual selection of cookies in the form of an opt-in cookie on your end device in order to be able to determine whether you have already given your consent when you visit our Website again.

5.   HOW LONG WE USE COOKIES

The duration for which we use cookies on our Website can be found in our cookie list (see section 9 below).

6.   WHERE WE NORMALLY PROCESS AND TRANSMIT YOUR COOKIE DATA

We have commissioned external IT service providers to host and analyse our Website, some of which process your cookie data on our behalf. By concluding agreements on commissioned data processing or on joint control of the transfer of cookie data with our external service providers, we ensure that your cookie data is processed in accordance with the GDPR.

The cookies used on our Website are mainly processed within the European Union. In certain cases, cookie data is processed outside the European Union. These are explained in section 7 below.

7.   TRANSFER OF COOKIE DATA TO RECIPIENTS OUTSIDE THE EUROPEAN UNION

Notwithstanding the above Section 6, cookie data may be transmitted to recipients outside the European Union. This concerns the following recipients:

Google Analytics

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), to display adverts placed via Google and its partners only to users who have shown an interest in our Website or topics deemed relevant by Google. The cookies set for this web analysis service may also be transferred to Google facilities and servers in the USA.

Google participates in the current EU-U.S. Data Privacy Framework ("DPF"), which is certified to the U.S. Department of Commerce and is currently recognised by the European Commission as providing an

adequate level of data protection equivalent to the level of data protection under the European General Data Protection Regulation.

We only use Google Analytics with activated IP anonymisation. This means that the user's IP address is truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there.

If you use a common browser such as Chrome, Safari, Microsoft Edge or Firefox, you can deactivate the storage of cookies for Google Analytics by downloading an add-on from Google. Further details can be found at the following link:

https://tools.google.com/dlpage/gaoptout?hl=en

You also have the option of preventing the storage of cookies for Google Analytics directly via your browser. You can find more information on this in section 8 below. Further information on the use of data by Google as well as setting and opt-out options can be found on the Google Website:

https://www.google.com/intl/en/policies/privacy/partners

Lucky Orange

In connection with the operation of our Website, we use web analysis services from Lucky Orange LLC, 86665 W 96th Suite 100, Overland Park, KS 66212, USA ("Lucky Orange").

Lucky Orange also participates in the current EU-U.S. Data Privacy Framework ("DPF"), which is certified to the U.S. Department of Commerce and is currently recognised by the European Commission as providing an adequate level of data protection equivalent to that provided by the European General Data Protection Regulation.
You can find Lucky Orange HubSpot's privacy policy on their website via the following link:

https://www.luckyorange.com/legal

HubSpot

In connection with the operation of our Website, we use web analysis services from Hubspot, Inc., with headquarters at 2 Canal Park, Cambridge, MA 02141, USA ("HubSpot").

HubSpot also participates in the current EU-U.S. Data Privacy Framework ("DPF"), which is certified to the U.S. Department of Commerce and is currently recognised by the European Commission as providing an adequate level of data protection equivalent to that provided by the European General Data Protection Regulation.

You can find HubSpot's privacy policy on their website via the following link:

https://legal.hubspot.com/privacy-policy

8. HOW YOU CAN MANAGE THE STORAGE OF COOKIES

You can manage the use of cookies via our Website, but also via your browser settings.

Different browsers offer different options for configuring the cookie settings in the browser. You can find more information about this on the following Websites, for example:

In general, the English-language Website

https://allaboutcookies.org/how-to-manage-cookies

If you use Chrome:

https://support.google.com/chrome/answer/95647?hl=en&co=GENIE.Platform%3DDesktop&sjid=17070885860396186845-EU

If you use Microsoft Edge:

https://support.microsoft.com/en-us/microsoft-edge/view-cookies-in-microsoft-edge-a7d95376-f2cd-8e4a-25dc-1de753474879

If you use Android:

https://support.google.com/accounts/answer/61416?hl=en&co=GENIE.Platform%3DAndroid&sjid=17070885860396186845-EU

If you use Safari:

https://support.apple.com/en-by/guide/deployment/depf7d5714d4/web

If you use Firefox:

https://support.mozilla.org/en-US/kb/cookie-banner-reduction

If you generally deactivate cookies in your browser, individual functions of our Website may not work or may no longer work properly.

You can also object to the use of marketing cookies via the deactivation pages of the following English-language Websites:

https://optout.networkadvertising.org/
https://www.youronlinechoices.com/uk/your-ad-choices/
https://www.aboutads.info/choices

9. OUR COOKIE LIST

Further details on the cookies used on our Website can be found in the list below.

Cookies that are strictly technically necessary

Cookie key	Cookie type	Expiry date	Description
PHPSESSID	First party	Session	Cookie generated by applications based on the PHP language. It is a generic identifier used to manage the user's session variables. It is usually a randomly generated number that is generally used to maintain a login status for Website visitors when they visit multiple pages of the Website.
__cf_bm	Third party	30 minutes	This cookie is used to distinguish between humans and bots.

Performance cookies

Cookie key	Cookie type	Expiry date	Description
_gat	First party	1 minute	This cookie is created by Google Analytics It is used to to read and filter requests from bots.
_gid	First party	1 day	This cookie is created by Google Analytics. It stores and updates a unique value for each page visited and is used to count and track page views.
_ga_NM211ENHRC	First party	1 year 1 month	This cookie is created by Google Analytics to maintain the session status.
_ga	First party	2 years	This cookie is created by Google Analytics. It is used to distinguish unique users by assigning a randomly generated number as a customer identifier. It is included in every page request on a Website and is used to calculate visitor, session and campaign data for the Website's analytics reports.
_ga_*	First party	1 year	This cookie is created by Google Analytics. It is used to store and count pageviews on a website.
__hssrc	Third party	Session	This cookie is created by HubSpot for saving a unique session ID.

Functional cookies

Cookie key	Cookie type	Expiry date	Description
cmplz_functional	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_ statistics	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_marketing	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_saved_categories	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_saved_services	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_id	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_user_data	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_banner Status	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_consented_services	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
cmplz_policy_id	First party	1 year	Cookie created by Complianz for a GDPR/CCPA Cookie Consent plugin for WordPress. Used by us for storing cookie preferences.
wpEmojiSettingsSupports	First party	Session	Cookie for saving browser specifications
wordpress_test_cookie	First party	Session	Cookie for checks whether cookies can be placed
wp-settings-*	First party	Session	Cookie for saving user preferences
wp-settings-time-*	First party	1 year	Cookie for saving user preferences

Cookie key	Cookie type	Expiry date	Description
wordpress_logged_in_*	First party	Permanent	Cookie for keeping users logged in
__hssc	Third party	30 minutes	Cookie created by HubSpot for storage of anonymized statistics.
__hs_opt_out	Third party	6 months	Cookie created by HubSpot for storing cookie preferences.
__hs_cookie_cat_pref	Third party	6 months	Cookie created by HubSpot for storing cookie preferences
*_Key	Third party	2 weeks	Cookie for keeping users logged in
hs_ab_test	Third party	Session	Cookie for saving IDs of experiments and sessions for A/B testing.
__hs_do_not_track	Third party	6 months	Cookie for storing 'do not track' signals.
messagesUtk	Third party	13 months	Cookie for saving browser specifications.
__hsmem	Third party	1 week	Cookie for keeping users logged in.
hs-messages-is-open	Third party	30 minutes	Cookie for saving if a message has been displayed.
Lo-Messenger	Third party	Variable, set by Lucky Orange	Cookie created by Lucky Orange for arranging a responsive website
rc::a	Third Party	Permanent	We use Google reCAPTCHA for spam prevention. reCAPTCHA is a free service provided by Google that helps safeguard your website from malicious bots and unwanted automated interactions. The cookie is used to filter bot requests.
rc::b	Third Party	Session	We use Google reCAPTCHA for spam prevention. reCAPTCHA is a free service provided by Google that helps safeguard your website from malicious bots and unwanted automated interactions. The cookie is used to filter bot requests.
rc::c	Third Party	Session	We use Google reCAPTCHA for spam prevention. reCAPTCHA is a free service provided by Google that helps safeguard your website from malicious bots and unwanted automated interactions. The cookie is used to filter bot requests.
Google Maps API	Third Party	Set by Google	We use Google Maps on our Website. The Google Maps API cookie is set by Google to read

Cookie key	Cookie type	Expiry date	Description
			user IP address and to establish a connection to the Google network.
local_storage_support_test	Third Party	Persistent, set by Twitter	The specific data stored by this cookie and the exact usage of this data have not been specified by Twitter.
metrics_token	Third Party	Persistent, set by Twitter	Cookie used by Twitter to store information about whether the user has seen embedded content (such as tweets or media) on the website.
pll_language	First party	1 year	Is used to save language settings.
_cfuvid	Third party	Session	Cookie used by Cloudflare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. The purpose of this cookie is to provide security and it stores a unique identifier for each visitor.

Marketing cookies

Cookie key	Cookie type	Expiry date	Description
_lo_uid	First party	1 year and 1 month	Cookie created by Lucky Orange to provide cross-site functionality and store the IP address of users. The purpose of this cookie is marketing.
_lorid	First party	10 minutes	Cookie created by Lucky Orange to show users adverts that are relevant to them. They are also used to limit the number of adverts displayed and to measure the effectiveness of advertising campaigns.
_lo_v	First party	1 year	Cookie created by Lucky Orange to store Website visitor session information. The purpose of this cookie is to provide Website analytics; it stores a unique identifier for each visitor.
__lotl	First party	6 months	Cookie created by Lucky Orange to collect information about user behaviour (so-called "heat mapping") when visiting a website. The main purpose of this cookie is to enable targeted advertising ("targeting"); it stores a unique identifier for each visitor.

Cookie key	Cookie type	Expiry date	Description
lo_session	Third party	Variable, set by Lucky Orange	Cookie created by Lucky Orange to control functions across multiple website pages.
__hstc	Third party	13 months	Cookie created by HubSpot for saving visit duration.
hubspotutk	Third party	13 months	Cookie created by HubSpot for storing and tracking the identity of website visitors.
GPS	Third party	Session	Cookie created by Google for its YouTube service. The cookie is set for storing location data.
VISITOR_INFO1_LIVE	Third party	6 months	Cookie created by Google for its YouTube service. The cookie is set for advertising or retargeting.
YSC	Third party	Session	Cookie created by Google for its YouTube service. The cookie is set to track and save interaction.
PREF	Third party	8 months	Cookie created by Google for its YouTube service. The cookie is set for saving user preferences
sdsc	Third party	Session	Cookie created by LinkedIn and used for database routing to ensure consistency across all databases when a change is made. Used to ensure that user-inputted content is immediately available to the submitting user upon submission.
lms_ads	Third party	30 days	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Used to identify LinkedIn Members off LinkedIn for advertising
lms_analytics	Third party	30 days	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Used to identify LinkedIn Members off LinkedIn for analytics
_guid	Third party	90 days	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Used to identify a LinkedIn Member for advertising through Google Ads.
li_alerts	Third party	1 year	Cookie created by LinkedIn and used to track impressions of LinkedIn alerts, such as the LinkedIn cookie banner and to

Cookie key	Cookie type	Expiry date	Description
			implement cool off periods for display of alerts
li_gc	Third party	6 months	Cookie created by LinkedIn and used to store consent of guests regarding the use of cookies for non-essential purposes.
AnalyticsSyncHistory	Third party	30 days	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Used to store information about the time a sync took place with the lms_analytics cookie.
bcookie	Third party	1 year	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Browser Identifier cookie to uniquely indentify devices accessing LinkedIn to detect abuse on the platform and diagnostic purposes
li-oatml	Third party	1 month	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Used to provide ad delivery or retargeting.
izographicsOptOut	Third party	10 years	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement.
UserMatchHistory	Third party	30 days	Cookie created by LinkedIn and associated with the LinkedIn Insight-Tag for website analytics, ad targeting, and ad measurement. Used for LinkedIn Ads ID syncing
li_adsId	Third party	30 days	Cookie created by LinkedIn and used to provide ad delivery or retargeting.
li_sugr	Third party	90 days	Cookie created by LinkedIn and used make a probabilistic match of a user's identity outside designated countries
linkedin_oauth_	Third party	Persistent	Cookie created by LinkedIn to manage authentication of users when they log in to LinkedIn
bscookie	Third party	1 year	Cookie created by LinkedIn Used for remembering that a logged in user is verified by two factor

Cookie key	Cookie type	Expiry date	Description
			authentication and has previously logged in.
lidc	Third party	1 day	Cookie created by LinkedIn and used to provide load balancing functionality on their website.
X-LI-IDC	Third party	1 day	Cookie created by LinkedIn and used to provide load balancing functionality on their website.

10.   YOUR RIGHTS IN CONNECTION WITH OUR USE OF COOKIE DATA

You have the same data protection rights in relation to the processing of cookie data on our Website as in relation to the processing of your other personal data on our Website. These can be found in the privacy policy for our Website at the following link:

https://www.primaned.com/en/privacy-statement/

11.   CHANGES

We reserve the right to amend or update this Cookie Policy from time to time in order to adapt it to changes in the law or changes in the framework conditions for our data processing activities. We will obtain your consent for any changes or updates to this Cookie Policy, which may only be implemented with your consent.