

LABFINDER, LLC COOKIES NOTICE

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LABFINDER, LLC and its subsidiaries and affiliated companies and/or brands (collectively, “**Company**,” “**we**,” “**us**,” or “**our**”) and those of our websites, applications, emails and other communications that link to or reference this policy (the “Services”), along with advertisers, advertising companies, consumer data companies and service providers, use a variety of technologies to learn more about how people use the Services. You can find out more about these technologies and how to control them in the information below. This cookies notice (this “Cookies Notice”) forms part of the [Privacy Policy](#), and if some of the terms used in here aren’t defined here, you may find definitions for them in the [Terms of Use](#) or [Privacy Policy](#).

NOTICE OF ARBITRATION PROVISIONS: Your use of the Services is subject to binding bilateral arbitration of any disputes which may arise, including the Mass Arbitration Supplementary Rules, as applicable, as provided in the [Terms of Use](#). Please read the arbitration provisions carefully and do not place orders or otherwise use the Website or our Services if you are unwilling to arbitrate any disputes you may have with us as provided in our [Terms of Use](#).

1. WHAT ARE COOKIES AND HOW ARE THEY USED?

Like many companies, we use cookies (small text files placed on your computer or device) and other tracking technologies on the Services (referred to together from this point forward as “Cookies”, unless otherwise stated) including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits.

“*Cookies*” (or browser cookies), which are small files placed on the hard drive of your computer by the Website and/or Services to deliver content specific to your interest, save passwords, and for other purposes. When users visit the Website, a few lines of code will drop an anonymous browser cookie. The cookie will store the site visit, but does not store any sensitive information, such as visitor name, address or any other piece of information that might personally identify the visitor. The cookie will be enabled for a set period of time, such as 60 or 90 days, at which time, the cookie expires. If you choose not to accept the cookie, certain areas and features of the Services may be partially or wholly restricted.

“*Web beacons*” (or clear gifs, pixel tags or web bugs), which are tiny graphics with a unique identifier, similar in function to cookies, are placed in the code of a webpage. Web beacons monitor the traffic patterns of users from one page within our sites to another, deliver or communicate with cookies, understand whether you have come to the Website from an online advertisement displayed on a third-party website, and improve Website and/or Services performance.

Some content, including advertisements, on the Website and/or Services are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies, web beacons or other tracking technologies to

collect information about you when you use the Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

The Services use the following types of first and third-party Cookies for these purposes:

NOTICE REGARDING USE OF ONLINE TRACKING ASSOCIATED WITH PERSONAL HEALTH INFORMATION (PHI): We use internal and third party online usage tracking services to enable us to better service users, including to enable you to use the service, to evaluate your usage of the service, and to communicate information, recommendations, marketing and promotion that is internally-initiated based on your usage and personal and healthcare profile. For clarification, the PHI is not sold or shared with third parties for them to engage in marketing to you outside of our service, except to the extent you are a patient of such third party, in which case you are subject to their policies, laws and regulations governing their own third party activities. The foregoing internal-directed usage is subject to opt-out rights, though opting out may affect your ability to continue to use our service. Also see our [Health Information Agreement](#).

- **Strictly Necessary Cookies:** These Cookies are required for Service functionality, such as system administration and performance, to assist with fraud deterrence and security, and to enable purchasing capabilities. Because these Cookies are necessary, if you refuse them it will impact the functionality of the Services.
- **Information Storage and Access:** These Cookies allow us and our analytic and advertising providers and associates to store and access information on the device, such as device identifiers.
- **Measurement and Analytics:** These Cookies collect data regarding your usage of our Services and other services, apply market research to generate audiences, and measure the delivery and effectiveness of content and advertising. We and third parties with whom we work use these Cookies to perform analytics, to improve content and user experience, to develop new products and services, and for statistical purposes. They are also used to recognize you and provide further insights across platforms and devices for the above purposes.
- **Personalization Cookies:** These Cookies enable the Services to provide certain features such as determining if you are a first-time visitor, remembering choices you have made (such as theaters or places in which you have previously expressed an interest), and assisting you with logging in following registration, including across platforms and devices and placing orders online. Data collected can also be used to select and deliver personalized content to you. These Cookies also allow your device to receive and send information, so you can see and interact with ads and content.
- **Content Selection and Delivery Cookies:** Data collected under this category can also be used to select and deliver personalized content, such as news articles and videos.
- **Ad Selection and Delivery Cookies:** These Cookies are used to collect data about your browsing habits, your use of the Services and other services, your preferences, and your interaction with advertisements across platforms and devices in order to deliver content, including advertisements relevant to your interests. Third party sites and services also use these Cookies to deliver content, including advertisements relevant to your interests on the Services and third-party services. If you reject these Cookies, you may see contextual advertising that may be less relevant to you.

- **Social Media Cookies:** These Cookies are set by social media services on the Services to enable you to share our content with your friends and networks. These Cookies can track your online activity across the Services and other services and may impact the content and messages you see on other services you visit.

We and third parties may associate Measurement and Analytics Cookies, Personalization Cookies, Content Selection and Delivery Cookies, Ad Selection and Delivery Cookies, and Social Media Cookies with other information we have about you.

2. COOKIE MANAGEMENT

Depending on where you live, you may be able to adjust your Cookie preferences at any time via the “Cookie Settings” link in the footer of relevant websites. You can also use the following methods to manage Cookies. In order to do so, you must take such steps on each browser or device that you use. If you replace, change or upgrade your browser or device, or if you delete your Cookies, you may need to use these opt-out tools again. As some Cookie-management solutions also rely on Cookies, please adjust your browser Cookie settings carefully, following the relevant instructions below.

Browser Controls:

You may be able to disable and manage some Cookies through your browser settings. If you use multiple browsers on your device, you will need to manage your settings for each. Please click on any of the below browser links for instructions:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)

If the browser you use is not listed above, please refer to your browser’s help menu for information on how to manage Cookies. Please be aware that disabling cookies will not disable other analytics tools we may use to collect information about you or your use of our Services.

Analytics Provider Opt-Outs:

To disable analytics Cookies, you may use the browser controls discussed above, or for some of our providers, you may use their individual opt-out mechanisms:

Flash Local Storage:

These Cookies are also known as local shared objects and may be used to store your preferences or display content by us, advertisers and other third-parties. Flash Cookies need to be deleted in the storage section of your Flash Player Settings Manager.

Interest-Based Advertising:

Most third-party advertisers offer a way to opt-out of their interest-based advertising. For more information or to opt-out of receiving interest-based advertising from participating third party advertisers, depending on your country of residence, please visit:

- [Digital Advertising Alliance in the US](#)
- [European Interactive Digital Advertising Alliance](#)
- [Digital Advertising Alliance of Canada](#)

You can also opt out of some of the advertising providers we use by visiting their opt-out pages:

- [Google's Privacy Policy](#) • [Google's Opt-Out page](#)
- [Facebook Privacy Policy](#) • [Facebook's Opt-Out Page](#)
- [Twitter Privacy Policy](#) • [Twitter's Opt-Out Page](#)
- [Snapchat Privacy Policy](#) • [Snapchat's Opt-Out Page](#)

These are examples of our advertising providers and this is not an exhaustive list. In addition, we are not responsible for the effectiveness of any advertising provider's opt out mechanisms.

After you opt-out, you will still see advertisements, but they may not be as relevant to you.

Mobile Settings:

You may manage the collection of information for interest-based advertising purposes in mobile apps via the device's settings, including managing the collection of location data. To opt out of mobile ad tracking from Nielsen or other third parties, you can do so by selecting the "Limit Ad Tracking" (for iOS devices) or "Opt out of Ads Personalization" (for Android devices) options in your device settings.

Connected Devices: For connected devices, such as smart TVs or streaming devices, you should review the device's settings and select the option that allows you to disable automatic content recognition or ad tracking. Typically, to opt out, such devices require you to select options like "limit ad tracking" or to disable options such as "interest-based advertising," "interactive TV," or "smart interactivity". These settings vary by device type.

Cross-Device Tracking: If you would like to opt-out of our browser-based cross-device tracking for advertising purposes, you may do so by using the various methods described above. You must opt out separately on each device and each browser that you use. For more information about cross-device matching please visit: the [Network Advertising Initiative](#), or the [Digital Advertising Alliance](#). If you opt out of cross-device tracking for advertising purposes, we may still conduct cross-device tracking for other purposes, such as analytics.

Consequences of Deactivation of all Cookies:

If you disable or remove Cookies, some parts of the Services may not function properly. Information may still be collected and used for other purposes, such as research, online services analytics or internal operations, and to remember your opt-out preferences.

3. CONTACT US

For inquiries in relation to this Cookies Notice please contact us at privacy@labfinder.com or LabFinder LLC, ATTN: Legal, 969 3rd Avenue New York, NY 10022.

4. CHANGES TO THIS NOTICE

This Notice may be revised occasionally and in accordance with legal requirements. Please revisit this Cookie Notice regularly to stay informed about our and our analytic and advertising providers and associates' use of Cookies.