123 Sonography GmbH Cookie Notice

What this section elaborates on: basic definitions used throughout the Notice, when this Cookie Notice is triggered and data processing takes place

This Cookie Notice (hereinafter - the "Cookie Notice") regulates relationships between 123 Sonography GmbH, entity registration number: FN 521171d, located at: Schwindgasse 7/1, 1040 Vienna, Austria and set up under the laws of Austria – the "Company" or "We", "Our", "Us" and the "Data Subjects", or the "Data Subject", or "You", "Your", who may be represented by:

1) employees, contractors, groupmates and the like (the "Users") of Our business customers (the "Partners");

2) persons representing the Partners (such as the "Administrators", "Signatories", "Representatives" and other authorized individuals);

3) individual customers (the "Customers"); and

4) website visitors (the "Website Visitors")

in relation to the processing of the Data Subjects' personal data received in the course of setting and using cookies outlined in the Cookie Notice.

Throughout the text of the Cookie Notice We are using the concepts defined in the Privacy Notice. If this Notice operates the notions not elaborated on in the Privacy Notice, We will provide their definitions and meaning outright in the Cookie Notice. In the event of any conflicts between the Cookie Notice and the Privacy Notice, the Cookie Notice will supersede in terms of data processing which pertains to cookies and similar technologies.

Cookies Vendors Engaged by Us

What this section elaborates on: We are explaining what vendors (processors) may set and use cookies as part of operating the Website and Platform, interacting with You, making Our Services available to You, and matching Your preferences to Our marketing campaigns and actions

For the purpose of operating and maintaining the Website and Platform, interacting with You, fulfilling our undertakings and delivering the Services to You, matching Our marketing activities to Your preferences, the following vendors (processors) may install and use cookies in Your browsers:

1) Cybot A/S (located at: Havnegade 39, 1058 Copenhagen, Denmark);

2) Google LLC (operates Google Analytics, Google AdWords, and other advertising products) (located at: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA);

3) LinkedIn Corporation (located at: 1000 West Maude Avenue Sunnyvale, CA 94085 United States);

4) Facebook Inc. (headquarters address: 1 Hacker Way Menlo Park, CA 94025);

5) Instagram (featured by Facebook Inc.) (mailing address: 1601 Willow Road, Menlo Park, CA 94025);

6) Hotjar Ltd (features Hotjar) (Level 2, St Julians Business Centre, 3, Elia Zammit Street St Julians STJ 3155, Malta, Europe);

7) Stripe Inc. (located at: 510 Townsend Street, San Francisco, CA 94103, USA);

8) Vimeo Inc. (555 West 18th Street, New York, New York 10011);

9) Twitter Inc. (located at: 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A);

10) Cookies set by Our own domain;

11) Screenflow (operated by Telestream LLC) (headquarters address: 848 Gold Flat Road, Nevada City, California 95959, USA).

Targeting and Marketing Practices of the Cookies Vendors

What this section elaborates on: We are explaining the legal bases and curated logic behind the main targeting and marketing practices of some cookie vendors above

For setting to and using purely marketing and targeting cookies in Your browsers and devices, We rely on Your consent which You provide to Us through making Your choices with the help of the cookie consent tool featured by Cookiebot and which is deployed on the Website

I.   **Google Analytics** collects certain data about You, such as a number of sessions, session duration, operating systems, device models, geography and other statistical and analytical data: https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008 . Identifiers such as cookies are used to measure Your interactions with the Landing, while IP addresses are used to provide and protect the security of Our infrastructure and to give Us a sense of where You come from. We may use the data collected by Google Analytics for ads personalization, please see below.

II.   If You opt in for the installation of advertising cookies, the advertising vendors, such as Google LLC, Facebook Inc., LinkedIn Corporation will use the statistics and analytics data gathered and produced by Google Analytics, as well as will combine it with other Personal data they obtained from You when You accessed Our Website, Platform, purchased Our Services, and also will use the data collected from Your use of their websites and services.

Along with retrieving the data from Google Analytics, **Google Ads** sets conversion tags which are activated in the event when You make a certain action, such as completing a form on the Website, viewing some video materials, subscribing to Our newsletters, registering Your account on Our Platform etc. You can find more information on how conversion tracking works by following this link: https://support.google.com/google-ads/answer/1722022?hl=en.

With the help of conversion tracking operated by Google Ads, We can achieve the most fruitful effect from the advertising campaigns and the data obtained via Google Analytics to measure Your use of the Website and Our Services.

III.   We use Facebook pixel to receive information about the actions taken on the Website to make Our Facebook ads more relevant to Our audience. Facebook pixel allows Us to:

   (1) Create audiences;
   (2) Set up bidding;
   (3) Review events;
   (4) Receive insights;
   (5) Analyze behavior;
   (6) Capture events with the pixel.

   Personal data which may be collected and processed by Facebook pixel can be located   at   this   link: https://developers.facebook.com/docs/facebook-pixel/implementation/gdpr/. We may also use certain "Additional Values":

   (1) Visiting and leaving the Landing;
   (2) Filling in the form;
   (3) Pressing the call button;
   (4) Visit of the Landing lasted more than 30 seconds;
   (5) Visitor sent a request in the chat.

IV.   Upon Your consent in the event of personalized advertising and depending on You cookies choices on LinkedIn account, LinkedIn may target You and deliver Our advertisements to You using the following kinds of data:

   1) data from advertising technologies on and off their services, pixels, ad tags, cookies, and device identifiers;
   2) member-provided information (profile, industry, title etc.);
   3) data from Your use of LinkedIn's services (search history, news feed, content You read, who You follow or who is following You, connections, groups participations, page visits etc.);
   4) information from LinkedIn's advertising partners, vendors, and publishers;
   5) information inferred from the data described above.

   Most of the personal data is kept for as long as the LinkedIn account is open. You can manage Your privacy settings with LinkedIn, please look up this link: https://www.linkedin.com/help/linkedin/answer/66.

   For more details on how advertising works in LinkedIn network, please visit their privacy statement: https://www.linkedin.com/legal/privacy-policy.

V.   Instagram belongs to a Facebook family of companies. Therefore, for the purpose of delivering Our advertising to You, this network also uses Facebook

pixel and generally may combine the data they collect on their platform with the data obtained from You on Facebook. Please see Instagram privacy notice for more information on these issues: https://help.instagram.com/519522125107875.

Basically, there are several sources of information from where the data for advertising is obtained by Facebook and Instagram in conjunction:

1) *Your Ad preferences on Facebook and Instagram allow collection and processing of Your data by third-party companies for advertising;*

2) *You have given Your consent to Us and/or other businesses and companies to use Your data for advertising via Facebook and Instagram and reselling/sharing Your data with other companies for similar purposes or Your data is collected on a legal basis other than consent;*

3) *Your location data is available for advertising by other means not mentioned above;*

4) *You may also see Our advertisements as a non-personalized advertisement content.*

VI. **Google Tag Manager** is used by Us to organize, control, and trigger activation of cookies and similar technologies operated by the cookie vendors outlined in this Cookie Notice.
Google Tag Manager may collect some aggregated data about tag firing. These data does not comprise Your IP addresses or any specific identifiers that could be associated with You. Other than data in standard HTTP request logs, all of which is deleted within 14 days of being received, Google Tag Manager does not collect, retain, or share any information about You, including page URLs visited.

VII. Hotjar is a user behavior analytics service that helps Us better understand Your experience on the Website and Platform (e.g. how much time You spend on which tabs and pages, which videos You choose to watch or links to click, what You do and don't like, etc.) and this allows Us to improve Our Website and Services.

Hotjar uses cookies and other technologies to collect data on Your behavior and Your devices. This includes a device's IP address (processed during Your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location, and the preferred language used to display the Website. Hotjar collects this information on Our behalf in a pseudonymized user profile. Hotjar also sets a unique user identifier –

UUID. For more information, please see Hotjar's privacy notice: https://www.hotjar.com/legal/policies/privacy/.

What this section elaborates on: below You can find the lists of cookies and the vendors which set and use them, as well as their description, storage period and type

Here is the list of cookies set by Cybot A/S:

Name of the cookie	Description	Storage term and type of the cookie
cookiebot-consent--marketing	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR compliance of the website	Session, Type: HTTP
cookiebot-consent--necessary	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR compliance of the website	Session, Type: HTTP
cookiebot-consent--preferences	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR compliance of the website	Session, Type: HTTP
cookiebot-consent--statistics	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR compliance of the website	Session, Type: HTTP
has_js	Registers whether or not the user has activated JavaScript in the browser	Session, Type: HTTP

SSESS#	For technical purposes, no specific description	23 days, Type: HTTP

Here is the list of cookies set by Google LLC:

Name of the cookie	Description	Storage term and type of the cookie
test_cookie	Used to check if the user's browser supports cookies	1 day, Type: HTTP
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels	Session, Type: Pixel
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	2 years, Type: HTTP
_gat	Used by Google Analytics to throttle request rate	1 day, Type: HTTP
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	1 day, Type: HTTP
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user	1 year, Type: HTTP
pagead/landing [x2]	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement. This also allows the website to limit the number of times that they are shown the same advertisement	Session, Type: Pixel
ads/ga-audiences		Session, Type: Pixel

Name of the cookie	Description	Storage term and type of the cookie
	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites	
pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites	Session, Type: Pixel
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	3 months, Type: HTTP
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	2 years, Type: HTTP
_gat	Used by Google Analytics to throttle request rate	1 day, Type: HTTP
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	1 day, Type: HTTP

Here is the list of cookies set by <u>LinkedIn Corporation:</u>

Name of the cookie	Description	Storage term and type of the cookie
lang [x2]	Remembers the user's selected language version of a website	Session, Type: HTTP
AnalyticsSyncHistory	Used in connection with data-synchronization with third-party analysis service	29 days, Type: HTTP
bcookie		2 years, Type: HTTP

	Used by the social networking service, LinkedIn, for tracking the use of embedded services	
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services	2 years, Type: HTTP
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services	1 day, Type: HTTP
UserMatchHistory	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences	29 days, Type: HTTP

Here is the list of cookies set by <u>Facebook Inc.:</u>

Name of the cookie	Description	Storage term and type of the cookie
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	3 months, Type: HTTP
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	3 months, Type: HTTP
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	Session, Type: Pixel

Here is the list of cookies set by <u>Hotjar Ltd:</u>

Name of the cookie	Description	Storage term and type of the cookie
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor	1 day, Type: HTTP

	an ID, so the visitor does not get registered twice	
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website	1 day, Type: HTTP
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes	1 year, Type: HTML
_hjIncludedInPageviewSample	Used to detect whether the user navigation and interactions are included in the website's data analytics	1 day, Type: HTTP
_hjTLDTest	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator	Session, Type: HTTP

Here is the list of cookies set by <u>Stripe Inc.:</u>

Name of the cookie	Description	Storage term and type of the cookie
__stripe_mid	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information	1 year, Type: HTTP
__stripe_sid	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information	1 day, Type: HTTP
m	Determines the device used to access the website. This allows the website to be formatted accordingly	2 years, Type: HTTP

Here is the list of cookies set by <u>Vimeo Inc.:</u>

Name of the cookie	Description	Storage term and type of the cookie
player	Saves the user's preferences when playing embedded videos from Vimeo	1 year, Type: HTTP
sync_active	Contains data on visitor's video-content preferences - This allows the website to remember parameters such as preferred volume or video quality. The service is provided by Vimeo.com	Persistent, Type: HTML
vuid	Collects data on the user's visits to the website, such as which pages have been read	2 years, Type: HTTP

Here is the list of cookies set by <u>Twitter Inc.:</u>

Name of the cookie	Description	Storage term and type of the cookie
personalization_id	This cookie is set by Twitter. The cookie allows the visitor to share content from the website onto their Twitter profile	2 years, Type: HTTP
i/adsct	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through twitter advertisement content	Session, Type: Pixel

Amendments to the Cookie Notice and Our Contacts

What this section elaborates on: We are explaining how We will introduce changes to this Cookie Notice and where You can send Your questions to

You can send Your queries and questions related with the Cookie Notice and processing of Your Personal data to: datasecurity@123sonography.com.

Amendments to the Cookie Notice may be done in the form of the updated document. We also can display the updates by archiving the previous versions of the document accessible on the Website. Please check the Cookie Notice from time to time to stay updated on Our data processing practices.