

COOKIE POLICY

1. INTRODUCTION

- 1.1. Dr L.W. Schmidt ('Dr L.W. Schmidt', "we" or "us" or "our") may use cookies, web beacons, tracking pixels, and other tracking technologies when you visit our website including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the "Site").
- 1.2. We use cookies to learn how you interact with our content and to improve your experience when visiting our website.
- 1.3. We reserve the right to make changes to this Cookie Policy from time to time.
- 1.4. Any changes or modifications will be effective immediately upon posting the updated Cookie Policy on the Site, and you waive the right to receive specific notice of each such change or modification.
- 1.5. You are encouraged to periodically review this Cookie Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Cookie Policy by your continued use of the Site after the date such revised Cookie Policy is posted.

2. USE OF COOKIES

- 2.1. A "cookie" (also called web cookies, Internet cookies or browser cookies) are small blocks of data created by a web server while a user is browsing a website and placed on the user's computer or other device by the user's web browser.
- 2.2. A cookie assigns you a unique identifier that is stored on your computer or device. Your browser then provides that unique identifier to use each time you submit a query to the Site. We use cookies on the Site to, among other things, keep track of services you have used, record registration information, record your user preferences, keep you logged into the Site, facilitate purchase procedures, and track the pages you visit.

3. TYPES OF COOKIES

The following types of cookies may be used when you visit the Site:

3.1. Targeting and Advertising Cookies

3.1.1. Targeting and Advertising cookies are placed on your computer and/or device by advertisers and ad servers. These cookies are specifically designed to gather information from you on your device to display advertisements to you based on relevant topics that interest you.

3.1.2. An ad server is advertising technology (AdTech) that is used by publishers, advertisers, ad agencies, and ad networks to manage and run online advertising campaigns.

3.1.3. These cookies are linked to a computer or device and do not gather any personal information about you.

3.2. Analytics Cookies

3.2.1. Analytics cookies are used so online services can collect information about how people access them – for example, the number of users on a website, how long they stay on the site for, and what parts of the site they visit. This is also sometimes known as 'web audience measurement'.

3.2.2. These cookies let us know what features on the Site are working best and what features on the Site can be improved.

3.3. Our Cookies

3.3.1. Our cookies are “first-party cookies” which is created and stored by us when you visit our website.

3.3.2. These cookies allow site owners to collect customer analytics data, remember language settings, and carry out other useful functions that help provide a good user experience and can be either permanent or temporary.

3.3.3. These cookies are necessary for optimal operation of the Site and to provide certain features and functionalities. Disabling these cookies may affect the functionality of the Site.

3.4. Personalization Cookies

3.4.1. Personalization cookies allow users to access web services with certain

predefined elements, established through a series of criteria on the user's computer; these may include language preferences, the type of browser used to access services, the regional configuration from where the service is accessed.

3.4.2. We use these cookies to record your browsing history, the pages you have visited, and your settings and preferences each time you visit the Site.

3.5. Security Cookies

3.5.1. Security cookies identify and prevent security risks.

3.5.2. We use these cookies to authenticate users, protect user data and cookies from being observed by unauthorized parties.

3.6. Site Management Cookies

3.6.1. Site management cookies are used to maintain your identity or session on the Site so that you are not logged off unexpectedly, and any information you enter is retained from page to page.

3.6.2. These cookies cannot be turned off individually, but you can disable all cookies in your browser.

3.7. Third-Party Cookies

3.7.1. Third-party cookies are created by domains that are not the website (or domain) that you are visiting.

3.7.2. These are usually used for online-advertising purposes and placed on a website through adding scripts or tags.

3.7.3. A third-party cookie is accessible on any website that loads the third-party server's code.

3.7.4. These cookies can be manually disabled in your browser.

4. **CONTROL OF COOKIES**

4.1. The default setting on most browsers is to accept cookies but you can choose to reject or block all or specific types of cookies.

4.2. Rejecting or blocking cookies could affect the availability and functionality of the Site.

4.3. For more information on how to control cookies, check your browser or device's settings for how you can control or reject cookies, or visit the following links:

- Apple Safari
https://support.apple.com/kb/ph19214?locale=en_US
- Google Chrome
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>
- Microsoft Edge
<https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Microsoft Internet Explorer
<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Mozilla Firefox
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Opera
<http://www.opera.com/help/tutorials/security/cookies/>
- Android (Chrome) Blackberry
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en&oco=1>
- iPhone or iPad(Chrome)
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DiOS&hl=en&oco=1>
- iPhone or iPad (Safari)
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en&oco=1>

In addition, you may opt-out of some third-party cookies through the Network Advertising Initiative's Opt-Out Tool.

5. OTHER TRACKING TECHNOLOGIES

We may also make use of other tracking technologies including IP addresses, log files and web beacons, which also help us tailor the Site to your personal needs.

5.1. IP addresses

5.1.1. An IP address is a number that is used to identify your computer or device every time you log on to the Internet.

5.1.2. We may record IP Addresses to troubleshoot technical concerns, maintain website safety and security, better understand how our Site is used and to customise content to your needs.

5.2. Log Files

5.2.1. We may collect information in the form of logs files that record website activity and gather statistics about a user's browsing habits.

5.2.2. These entries are generated anonymously and help us gather a user's browser type and operating system, information about a user's session, the date and time they visited our website, and which pages they've viewed on our website and for how long and other similar navigational or click-stream data.

5.3. Web Beacons

5.3.1. Web beacons (also known as "web bugs") are small strings of code that provide a method of delivering a graphic image on a web page for the purpose of transferring data back to us.

5.3.2. We use web beacon information for a variety of purposes, including information as to how a user responds to email campaigns, site traffic reporting, unique visitor counts, advertising and email auditing and reporting, and personalization.

6. PRIVACY POLICY

6.1. For more information about how we use information collected by cookies and other tracking technologies, please refer to our Privacy Policy.

6.2. By using the Site, you agree to be bound by this Cookie Policy and our Privacy

Policy.

7. CONTACT US

If you have questions or comments about this Cookie Policy, please contact us at:

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