

# Cookie policy



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This cookie policy outlines how we collect, use and manage cookies and outlines your rights and choices regarding cookie usage.

## 1. What is this policy about?

This document tells you about tracking technologies (“trackers”) that help our website, [www.grapehealth.ch/www.grape.ch](http://www.grapehealth.ch/www.grape.ch), achieve the purposes outlined in this document.

## 2. What are trackers?

For simplicity, all such technologies are defined as “trackers” within this document, unless there is a reason to differentiate. For example, while cookies can be used on both web and mobile browsers, it would be inaccurate to talk about cookies in the context of mobile apps as they are a browser-based tracker. For this reason, within this document, the term cookies is only used where it is specifically meant to indicate that particular type of tracker.

Some of the purposes for which trackers are used may also require your consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document. This website uses trackers managed directly by us (“first-party” trackers) and trackers that enable services provided by a third-party (“first-party” trackers). Unless otherwise specified within this document, third-party providers may access the trackers managed by them.

The validity and expiration periods of cookies and other similar trackers may vary depending on the lifetime set by us or the relevant provider. Some of them expire upon termination of your browsing session. In addition to what’s specified in the descriptions within each of the categories below, you may find more precise and updated information regarding lifetime specification as well as any other relevant information—such as the presence of other trackers—in the privacy policies of the respective third-party providers or by

contacting us.

### 3. Activities strictly necessary for the operation of this website and delivery of the service

This website uses “technical” cookies and other similar trackers to carry out activities that are strictly necessary for the operation and delivery of the service.

### 4. Other activities required for the use of trackers

#### a) Experience

This website uses trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

#### **Displaying content from external platforms**

This type of service allows you to view content hosted on external platforms directly from the pages of this website and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction. This type of service might still collect web traffic data for the pages where the service is installed, even when you do not use it.

#### **Google Fonts (Google LLC)**

Google Fonts is a typeface visualization service provided by Google LLC that allows this website to incorporate content of this kind on its pages.

To understand Google’s use of data, please refer to Google’s partner policy and Google’s page on handling business data.

**Personal data processed:** trackers; usage data

**Place of processing:** United States

[Privacy policy](#)

[Opt-out link](#)

## b) Measurement

This website uses trackers to measure traffic and analyze user behavior to improve the service.

### Analytics

The services contained in this section enable us to monitor and analyze web traffic and can be used to keep track of user behavior.

#### Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC ("Google"). Google utilizes the data collected to track and examine the use of this website, to prepare reports on its activities and to share these reports with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. To understand Google's use of data, please refer to Google's partner policy and Google's page on handling business data.

**Personal data processed:** trackers; usage data

**Place of processing:** United States

[Privacy policy](#)

[Opt-out link](#)

Storage period: AMP\_TOKEN: 1 hour/\_ga: 2 years/\_gac\*: 3 months/\_gat: 1 minute/\_gid: 1 day

## 5. How to manage and provide or withdraw consent

There are various ways to manage tracker-related preferences and to provide and withdraw consent, where relevant. You can manage preferences related to trackers from directly within your own device settings, for example, by preventing the use or storage of trackers.

Additionally, whenever the use of trackers is based on consent, you can pro-

vide or withdraw such consent by setting your preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences privacy widget, if available.

It is also possible to delete previously stored trackers via relevant browser or device features, including trackers used to remember your initial consent preferences. Other trackers in the browser's local memory can be cleared by deleting the browsing history. With regard to any third-party trackers, you can manage your preferences via the related opt-out link (where provided) by using the means indicated in the third party's privacy policy or by contacting the third party.

#### **Locating tracker settings**

You can find information about how to manage cookies in the most commonly used browsers at the following addresses:

- [Google Chrome, Mozilla Firefox, Apple Safari, Microsoft Internet Explorer/ Microsoft Edge, Brave, Opera](#)

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## Do you have any questions?

Please contact us:

[ops@grapehealth.ch](mailto:ops@grapehealth.ch)