

The OptigoBio.com website uses cookies. We use cookies to help provide you with a great experience on our website and analyse website traffic as well as provide you with a more custom experience while on the site.

A cookie is a very small text file that is placed on your device when you visit a website.

Definitions

From this point forward, we refer to the term “cookies” when discussing cookies, Flash cookies, social media plug-ins, pixel tag and web beacons.

We refer to cookies set by our website as “First Party Cookies”. Any cookie set by a party other than us is referred to as “Third Party Cookies”. Third Party Cookies enable third party features or functionality to be provided on or through our website (e.g. like personalized advertising and analytics). Please find further information, in addition to our Privacy Policy, below.

Cookies Used

Different cookies are used for different purposes. We primarily use cookies to improve your experience on our website and for some marketing purposes.

The information collected by the cookies may include the following type of information (depending on the type of cookie):

- device type
- unique browser identifier

- IP-address
- unique cookie identifier
- browser type
- language
- country
- operating system
- system settings
- information about your interaction with our sites such as browsing pattern
- indicated preferences
- click behavior

Please note that we do not control the functionality of Third Party Cookies.

The owners of the Third Parties control their respective cookies and are, as such responsible for their own data processing.

1. Session, or transient cookies

These cookies are temporary and usually store a session ID that is not personally identifiable to users, allowing you to move from page to page without having to log-in repeatedly. They are used by websites to keep track of items that a consumer has added to a shopping cart, etc.

Session cookies are never written on the hard drive and they do not collect any information

from the user's device. Session cookies expire at the end of the user's browser session and can also become no longer accessible after the session has been inactive for a specified length of time, usually 20 minutes.

2. Permanent, persistent, or stored cookies

Permanent cookies may be used to identify individual users to analyse users' surfing behavior within the website. These cookies can also be used to provide information about numbers of visitors, the average time spent on a particular page and generally the performance of the website. They are usually configured to keep track of users for a prolonged period of time.

These cookies may be stored on a website visitor's device and are not deleted when the browser is closed. Permanent cookies may retain user preferences for a particular website, allowing those preferences to be used in future browsing sessions.

3. Flash cookies

If you have Adobe Flash installed on your device, small files may be stored on your device by websites that contain Flash media (such as video clips). These files are known as Flash cookies. They are used for the same purposes as regular cookies.

Flash cookies can also back up the data that is stored in a regular cookie. When you delete cookies using your browser controls, your Flash cookies are not affected. This means that a

website may still recognize you when you visit via the Flash cookie.

4. Advertising Cookies

Advertising cookies are primarily Third-Party Cookies that are used to deliver ads that are relevant to you. These cookies also limit or restrict the number of times you may see an ad and help measure the ads' performance. These cookies remember your devices' visit to a website and help understand your shopping behavior and hence show you ads that are based on your interests.

Some Third-Party Cookies also help allow you to interact on Social Media (Facebook, Twitter, LinkedIn, Instagram) and allow you to share, review and recommend our products and services.

Note that Third Parties may share their cookies with several other websites and they may enable us and/or other Third Parties to recognize those sites that may have been visited. These advertiser cookies allow the provision of relevant ads in our and in other third-party websites based on the data collected using those Third-Party Cookies.

Third party advertising cookies and services that we use include Google Ads, LinkedIn Ads, and Twitter Ads.

How to Disable Cookies

If you like, you can modify your web browser settings to either delete or block certain cookies

from being stored on your device. Please note that blocking cookies may affect the functionality of the site during your visit. You will find relevant instructions on how to do so in the 'Help' section of your browser.

If you would like to block only Third-Party Cookies and accept First Party Cookies from our website, depending on your browser, you may be able to block/disable Third Party Cookies via your browser settings.

Disabling Cookie on Different Browsers

General: If you would like to learn how to delete cookies, please [click here](#).

If you would like to deny our site from placing cookies on your device, you may do so via your browser settings:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Internet Explorer](#)
- [Safari](#)
- [Opera](#)
- [Adobe Flash \(Flash cookies\)](#)

If you are using a browser different to any of the above, please refer to your browser's help section or their support website.

More on Cookies, Targeted Marketing & Opt-out

Instructions by Google on Opt-out of targeted marketing: [Click Here](#)

Instructions by Facebook for their Ad Settings: [Click Here](#)

Other resources:

- [allaboutcookies.org](#)
- [aboutads.info](#)
- [youronlinechoices.eu](#)
- [Understanding online advertising: What are my options](#)