SEDANAMEDICAL

the AnaConDa® technology people

COOKIE POLICY

Last update: 16/7/18
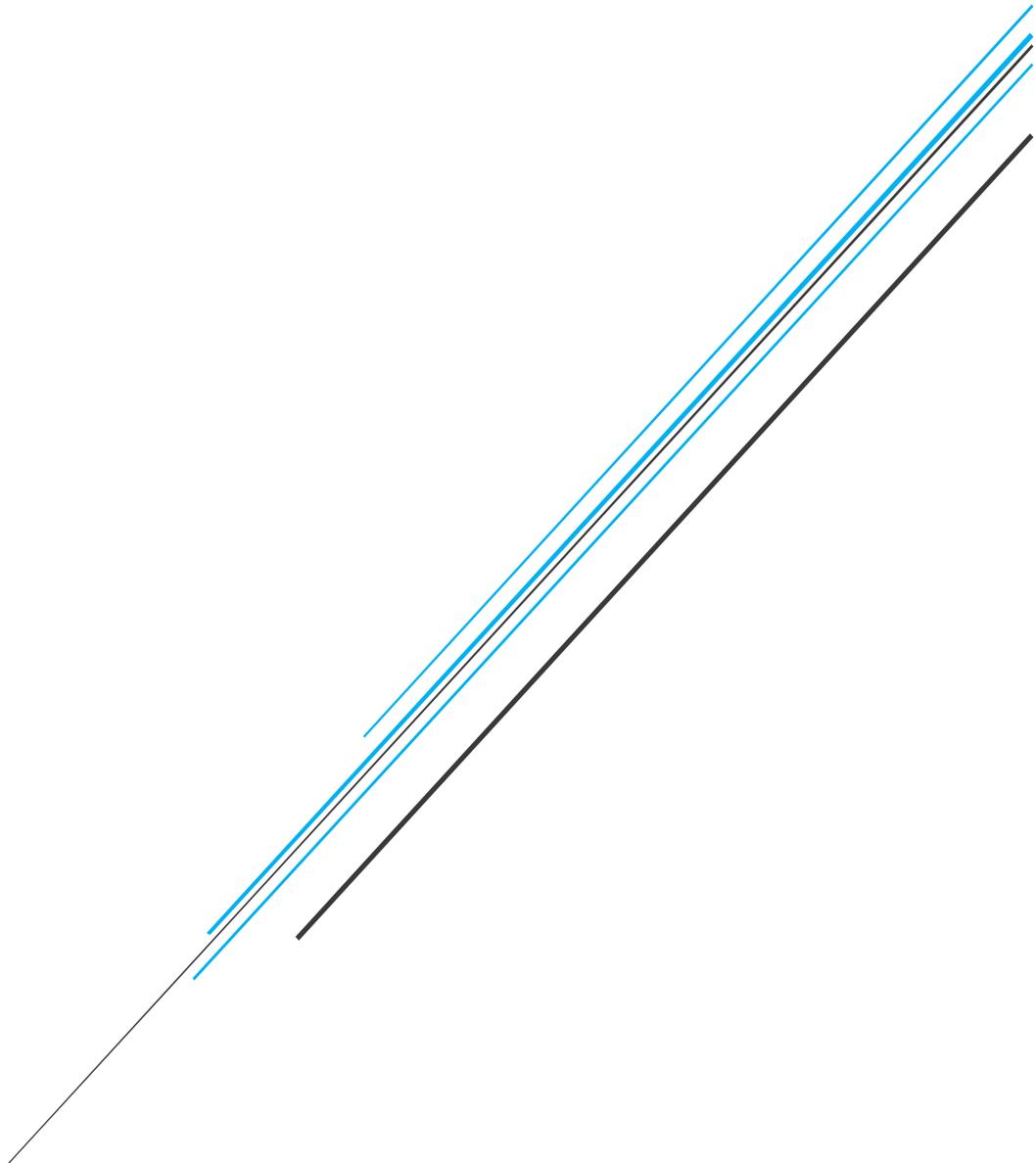
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1 EXECUTIVE SUMMARY

This cookie policy (the "Cookie Policy") explains how Sedana Medical AB (publ), corp. reg. no. 556670-2519, at the address Berga Backe 2, SE-182 53 Danderyd, Sweden uses cookies and similar technology on our website www.sedanamedical.com (the "Website").

We may sometimes need to make updates or changes to this Cookie Policy. The most recent version of the Cookie Policy is always available on the Website.

We trust that this Cookie Policy answers your questions about our use of cookies. If you have additional questions, please contact us at the address above or at gdpr@sedanamedical.com.

2 COOKIES AND PIXEL TAGS

Certain technologies are used on the Website to collect data about your visit or use as stated below:

2.1 Cookies

The Website uses so called cookies. Cookies are small text files that are stored on our visitors' computers and generally used to save functional settings or to monitor what a visitor does on the Website.

By using our Website, you consent to the use of cookies as set forth in this Cookie Policy. If you do not accept our use of cookies, you can set your browser not to accept cookies. You can also set your browser to notify you whenever the Website tries to place a cookie on your computer. Through the browser you can also delete previously stored cookies. Please refer to your browser's help section for more information.

Furthermore, you can at any time delete cookies manually from your hard drive. Please note that if you choose not to accept cookies, some of the functionalities of certain websites may be limited.

There are two types of cookies: 1) a persistent cookie remains on the visitor's computer for a fixed time; 2) a session cookie is stored temporarily in the computer's memory while the visitor is on the website. Session cookies disappear when you close your browser.

Sedana Medical uses the following first party cookies:

Name and type of cookie	Purpose and additional information	Deletion
Session-ID, ASP.NET_Session sId, session cookie.	This is set by the ASP.NET framework and it identifies uniquely the user session on the server; it's used by the framework to pass information between server requests.	When the session ends.
Load balancing, AWSALB, persistent cookie.	This is used by the load balancer to make the session "sticky", so that user is always sent to the same server.	7 days.

2.2 Third Party Cookies and Pixel Tags

We use "pixel tags", "web beacons", "JavaScript" or similar technologies that enable, among other things, the tracking of your activities when you use the Website or receive e-mail messages, (jointly referred to as

"Pixel Tags"). Pixel Tags may be used in connection with our websites, our online advertising, or our email messages, either by us or by our service providers, business partners or other third parties. By using our Services, you consent to our use of Pixel Tags in accordance with this Cookie Policy.

Pixel Tags are used to collect typically anonymous data to help identify certain information, e.g. to compile reports on tracking information regarding demographics, patterns and purchases on the Website, and other information to improve the user experience and our Services. We may share these reports with for example marketing partners. The tracking information in these reports cannot be traced back to individual users. We may co-ordinate the tracking information with other personal data provided by users of the Website for the purpose of analysing the information. When such co-ordination is performed, all the co-ordinated information is processed as personal data and used and shared only in accordance with this Cookie Policy.

We may use Pixel Tags in our HTML-based emails to let us know which emails have been opened by the recipients.

Pixel Tags may also be used to identify why you visit the Website, e.g. if any online advertisement or email has brought you to the website.

Furthermore, certain Pixel Tags may be used by other companies to track visits to their websites, to identify whether such internet traffic came from our website or to confirm your eligibility to receive services or benefits.

Third party cookies or Pixel Tags may collect information about user activities on our Website over time and across different websites.

The Website uses Google Analytics, which uses cookies and other, similar technologies (e.g. Pixel Tags) to collect information about anonymised website use and report trends, without identifying individual visitors. To learn more about Google Analytics, including how to opt out from it, visit https://tools.google.com/dlpage/gaoptout.

We also use third-party advertising companies to serve relevant advertisements regarding goods and services that may be of interest to you when you access and use the Website and other websites. Such advertisements are based on information about how you use the Website and other websites. To do so, these companies can place or recognise a unique cookie on your browser (e.g by the use of Pixel Tags). If you want to learn more about this practice, please visit www.networkadvertising.org and www.aboutads.info.

We use the following third party cookies:

Name and type of cookie	Purpose and additional information	Deletion
Google Analytics, __utma, persistent cookie.	This cookie is typically written to the browser upon the first visit to a site from that web browser. If the cookie has been deleted by the browser operator, and the browser subsequently visits a site, a new __utma cookie is written with a different unique ID. This cookie is used to determine unique visitors to a site and it is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.	2 years.

Google Analytics, __utmb, persistent cookie.	This cookie is used to establish and continue a user session with a site. When a user views a page on the site, the Google Analytics code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established. Each time a user visits a different page on the site, this cookie is updated and expire in 30 minutes. You can modify the default length of a user session with this method: setSessionCookieTimeout().	30 minutes.
Google Analytics, __utmc, session cookie.	Historically, this cookie operated in conjunction with the __utmb cookie to determine whether or not to establish a new session for the user. For backwards compatibility purposes with sites still using the urchin.js tracking code, this cookie will continue to be written.	When the session ends.
Google Analytics, __utmz, persistent cookie.	This cookie stores the type of referral used by the visitor to reach a site, whether via a direct method, a referring link, a website search, or a campaign such as an ad or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within the Website. The cookie is updated with each page view to the Website.	6 months.
Google Analytics, __utmv, persistent cookie.	This cookie passes the information provided via the setVar() method, which is used to create a custom user segment. This string is then passed to the Google Analytics servers via the utmcc parameter.	2 years.
Google Analytics, __utmx, persistent cookie.	When the optimizer script executes, this cookie stores the variation the visitor is assigned to for each experiment, so the visitor has a consistent experience on the site. See the Website Optimizer Help Center for more information.	18 months.

3 REVISIONS

Document	Revision	Pages
Cookie Policy Sedana Medical	01	5
Written by Oliver Moser with assistance of Setterwalls Advokatbyrå	**Date** 13 July 2018	**Valid from** 25 May 2018
Reviewed by Maria Engström	**Date** 13 July 2018	
Approved by Christer Ahlberg	**Date** 16 July 2018	

Rev	Written date	Valid from date	Description of changes	Resp.
01	13 July 2018	25 May 2018	New Procedure	OM