

Cookies Policy

The Website and the Sunrise Platform (the platform used by health care professionals) are owned by Sunrise SA (together with its affiliates - “Sunrise”, “we” or “us”), whose head office is located at 5101 Namur, Chaussée de Marche 598/02, Belgium VAT (BE) 0632 607 373 RLE Liège, Namur division (www.hellosunrise.com).

We use certain web monitoring and tracking technologies, such as cookies, beacons, pixels, tags, and scripts (collectively, “**Cookies**”) to provide, maintain, and improve our website, platform and services (collectively, the “**Services**”), to optimize our offerings and marketing activities, and to provide our visitors (“**you**” or “**your**”) with a better experience (for example, in order to track your preferences, to better secure our Services, to identify technical issues, and to monitor and improve the overall performance of our Services).

This Cookies Policy describes how cookies are managed on our Website and Platform. If you have any question about this Cookies Policy or our related practices, please contact our Data Protection Officer (DPO) at DPO@hellosunrise.com.

For more information about our general privacy practices, please visit our [Website Privacy Policy](#) and our [Data Privacy Policy](#).

1. Role and responsibilities

Certain data protection laws and regulations, such as the EU General Data Protection Regulation (“**GDPR**”) and the California Consumer Privacy Act (“**CCPA**”), typically distinguish between two main roles for parties processing personal data: the “**Data Controller**” (or under the CCPA, “business”), who determines the purposes and means of processing; and the “**Data Processor**” (or under the CCPA, “service provider”), who processes the data on behalf of the Data Controller.

We act as Data Controller when processing your personal data via cookies. More information about how we process your personal data may be found in our [Website Privacy Policy](#) and our [Data Privacy Policy](#).

In this Cookies Policy, “**personal data**” and “**data controller**” have the meaning of the GDPR (and any national act and/or decree implementing it), as well as any other applicable data protection legislation (together, the “**Applicable Law**”).

2. Use of Cookies

2.1 **What are cookies?**

Cookies are small text files that are stored through the browser on your computer or mobile device (e.g., Google Chrome or Safari) when you visit our Website or Platform. They are used to enable our Website and Platform to function or to provide us information about your use of our Services.

Part of the cookies are deleted when you close your browser. These are known as session cookies. Others remain on your computer or electronic device until they expire or you delete them from your cache. These are known as persistent cookies and enable us to remember information about you as a returning visitor.

To learn more about cookies, please visit www.allaboutcookies.org. Alternatively, you can search the internet for other independent information about cookies.

2.2 How do we use cookies?

There are several different types of Cookies used on our Website and Platform:

Essential & Functional Cookies: Essential and Functional Cookies are necessary for the Website and Platform to function properly, and cannot be disabled. These are cookies that are needed for (i) technical purposes, such as allowing the use of our Website and Platform, and facilitate electronic communications (i.e. keep track of information about a user session, determining which options or pages to display) and for (ii) disclaimer purposes, such as recording when you have seen a policy or provided your consent. These cookies do not store information about you that will be used for other purposes.

Preference Cookies: Part of the cookies on our Website and Platform are activated when you make a choice about their usage on the Website and Platform, such as your preferred language. The Website and Platform then 'remembers' your settings preferences. This allows us to tailor aspects of our Website and Platform to you.

Performance & Analytical Cookies: Performance & Analytical cookies allow us to recognise, measure and track users of our Website and Platform in anonymous form. The information collected includes the number of visitors to our Website and Platform, where visitors have come to our Website and Platform from and the pages that they have visited. This helps us improving the way our Website and Platform work, for example, by determining whether Website and Platform visitors can find information easily, or by identifying the aspects of the Website and Platform that are the most interesting to them.

Targeting & Advertising Cookies: Cookies for marketing purposes allow us to propose a personalised experience to you according to your browsing history on the site or the management of our advertising campaigns.

2.3 How can you reject or remove cookies

Except for essential and functional cookies, your consent is needed in order for the cookies to be stored in your computer. Your consent is asked and collected via the banner that pops up when you enter our Website or Platform for the first time.

If you wish to remove cookies set by this Website or Platform from your browser, you may withdraw your consent at any time via the same banner. You may also delete them at any time. The instructions for removing cookies from your computer or electronic device depend on the operating system and web browser you use. Please note that rejecting or removing certain Cookies may result in inadequate Services. You can opt-out of each Cookie category (except Essential Cookies) by clicking the "Cookie Settings" button and changing your settings accordingly.

You can adjust your web browser settings, usually located in the 'Options' or 'Preferences' menu of your browser. In order to delete stored Cookies or to change these settings, the following links may be helpful:

- [Internet Explorer](#)
- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android browser](#)

Some of the cookies described above are third party-cookies (see below). They are created and placed by third parties other than the website you are visiting directly. They are not managed by

Sunrise, but by the third party that processes data obtained from the cookies. These cookies are used for the purposes described above, and in particular for targeting and advertising purposes.

- Drip: <https://www.drip.com/privacy>
- Facebook: <https://www.facebook.com/policies/cookies/>
- Google Analytics: <https://policies.google.com/privacy?hl=en>
- Hodjar: <https://help.hotjar.com/hc/en-us/articles/115011789248-Cookies-on-hotjar-com>
- Hubspot: <https://knowledge.hubspot.com/privacy-and-consent/hubspot-cookie-security-and-privacy>
- Intercom: <https://www.intercom.com/legal/cookie-policy>
- Shopify: <https://www.shopify.com/legal/cookies>

If you are primarily concerned about third-party Cookies generated by advertisers, and you live in the US or Europe, next to withdrawing your consent, you can also opt out from the collection of your data by our advertising partners who participate in the Digital Advertising Alliance. Opt-out by visiting:

- US: www.aboutads.info/choice
- EU: www.yourchoicesonline.com
- UK: www.youronlinechoices.com/uk/

In addition, on your mobile device (e.g., iPhone, iPad or Android phone), you can change your device settings to control whether you see online interest-based ads.

Please note that when you get a new computer or mobile device, install a new browser, erase or otherwise alter your browser's Cookie file (including upgrading certain browsers), you may also clear the opt-out Cookies installed once you opt-out, so an additional opt-out will be necessary to prevent additional tracking.

2.4 Cookies duration

There are two main types of cookies: persistent cookies and session cookies.

Session Cookies are temporary cookies that are stored in your browser while you are navigating the website. Once you close your browser, session cookies are deleted. Hence, these cookies are used to store information that is required only for the duration of your session, such as items in a shopping cart, login credentials, or the contents of a form that you are filling out.

Persistent Cookies are permanent cookies that are stored on your computer or mobile device even after the browser is closed. They have an expiration date of maximum 13 months. Persistent cookies are used to remember your preferences, login credentials, and other information that you have provided to a website. This information can be used to personalize your experience and make it easier for you to navigate the website.

3. Changes to this Cookies Policy

We retain the right to update, change and delete any part of this Cookies Policy at any time. We recommend you to check this Cookies Policy on a regular basis.