EverlightRadiology

EVERLIGHT COOKIES POLICY

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EverlightRadiology

Document History

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Version History

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Unrestricted

The information contained within a paper document or held electronically on and can be freely exchanged both inside the organisation and externally because it contains no personal or patient information or commercially sensitive material.

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Contents

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1.   Introduction

This policy sets out Everlight's approach to Cookie compliance across the company's website and describes our practices regarding the collection of information visitors when visiting our website through cookies and other tracking technologies.

The General Data Protection Regulations (GDPR) requires organisations placing cookies onto visitors' computers via their websites to obtain "consent" after providing clear and comprehensive information about how cookies and other tracking technologies are used.

To comply with we:
- Identify cookies and other tracking technologies served through this website, the purposes they fulfil and related information such as their expiry and whether they are first or third- party cookies.
- Provide 'clear and comprehensive' information about website cookies with the appropriate level of disclosure corresponding with the intrusiveness of each cookie.
- Decide on an appropriate strategy for obtaining consent for website cookies, considering their use and intrusiveness. Certain types of cookies may qualify for legal exemptions and where this is the case, consent will not be required for these cookies

2.   Scope

This policy applies to all wholly owned Everlight businesses.

The target audience for this policy are those who are responsible for leading and supporting Cookie compliance in the Everlight website. This policy therefore has particular significance for:
- Governance & Risk Team
- Technology Team
- Marketing Team

3.   Definitions

A cookie is a piece of data contained in a very small text file that is stored in your browser or elsewhere on your hard drive. Cookies allow the company to identify your device as you navigate through our publicly accessible website (the Everlight site) or our portal.

4.   Roles and Responsibilities

The Data Protection Officer (DPO) and Director of Governance & Risk are responsible responsibility for the implementation and review of the Cookies Policy.

5.   Key Concepts
5.1   First and Third-Party Cookies
Whether a cookie is 'first' or 'third' party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user at the time (e.g., cookies placed by our website domain).

Third-party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

5.2   Persistent Cookies
These cookies remain on a user's device for the period specified in the cookie. They are activated each time that the user visits the website that created that cookie.

5.3   Session Cookies
These cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted. A complete list of the cookies we use can be viewed in the cookies table below.

6.   Cookies used on the website:
Cookies are used on our website primarily to improve your online experience. This website uses the following types of Cookies:

6.1   Strictly Necessary Cookies
These cookies are essential to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for cannot be provided.

6.2   Performance Cookies
These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies do not collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

6.3   Functionality Cookies
These cookies are used to provide services or to allow the website to remember choices you make (such as language or the region you are in, settings you have applied such as layout, text size and preferences, remember if you have engaged with a particular component or list on the website so that it won't repeat and show when you are logged into the website).

7.   Third Party Cookies

In addition to the above cookies, Everlight also uses Google Analytics to help collect and compile information like the number of visitors to the site, where visitors have come to the site from and the pages they visited. Where this site allows such cookies to be set or you access other websites from this site using the links provided, the operators of these websites will use cookies in accordance with their own cookies policy, which may differ from ours.

We do not use cookies to store any personal information that could be read or understood by others.

8.   Marketing Cookies

Marketing cookies are used to track visitors across websites from third part companies like Facebook, X and Linkedin. The intention is to display ads that are relevant and engaging for the individual user, making them more valuable for publishers and third-party advertisers. These cookies may be set through our site by our advertising partners and are used to build a

profile of your interests and show you relevant advertisements on other sites. They do not store directly personal information

9.   How to Delete and Block our Cookies

Most web browsers allow some control of most cookies through the browser settings. However, if browser settings block all cookies (including strictly necessary cookies), users may not be able to access all or parts of the website. Unless users have adjusted their browser setting so that it will refuse cookies, our system will issue cookies as soon as a user visits the website.

10.   Validity of Policy
This policy is reviewed once in a three-year ISO Cycle by the Governance Team and approved by the Global IGF.

11.   Changing your Cookie Settings.

The browser settings for changing cookie settings are usually found in the 'options' or 'preferences' menu of the internet browser.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org

Questions or concerns regarding this policy or personal data processing policies, contact can be made at: dprotection@everlightradiology.com

Below is the Everlight Cookies table.

Technical Name	First or third party cookie	Purpose	Session/Persistent	Type
__cf_bm	Cloudflare First Party cookie	Used by Cloudflare to manage incoming traffic and protect the website from malicious bots. It serves as a part of Cloudflare's Bot Management service, ensuring that legitimate human users can access the site while potentially harmful automated bots are blocked or restricted.	Persistent - 1 day	Strictly necessary cookies
__cfruid	Cloudflare First Party cookie	Used by Cloudflare to identify and manage trusted web traffic, enforce rate limiting, and enhance session security, ensuring smooth access for legitimate users while protecting the website from malicious activities and performance issues	Session	Strictly necessary cookies
hs_opt_out	Hubspot First Party cookie	This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again.	Session	Strictly necessary cookies
_cfuvid	Cloudflare First Party cookie	Used by Cloudflare to identify individual clients behind a shared IP address and apply security settings on a per-client basis, helping to protect the website from malicious activity while ensuring legitimate users can access the site without disruption.	Session	Strictly necessary cookies
_GRECAPTCHA	Google reCAPTCHA - Third pary cookie	Used by Google's reCAPTCHA service, which provides anti-bot security measures to websites. This cookie is employed to ensure that the user interacting with a site is a real person and not an automated program. It helps distinguish between human users and bots, aiding in the prevention of spam and abuse of online services	Persistent - 180 days	Strictly necessary cookies
CookieConsent	Everlight Radiology - First party cookie	Used to store the user's consent status for cookies on the Everlight Radiology website. Its main purpose is to record whether a visitor has accepted the cookie policy and to prevent repeated display of the consent banner on subsequent visits	Persistent - 1 year	Strictly necessary cookies
rc::a	Google reCAPTCHA - Third pary cookie	Used to distinguish between humans and bots. This is particularly useful for websites needing to know whether the user is a real person or an automated program, especially for security reasons and to block undesired automated software from engaging in abusive activities on the site	Persistent	Strictly necessary cookies
rc::b	Google reCAPTCHA - Third pary cookie	Used to ensure that requests within the current session are coming from a human, rather than a bot	Session	Strictly necessary cookies
rc::c	Google reCAPTCHA - Third pary cookie	Used to distinguish between humans and bots on web forms, specifically during the session in which it is set	Session	Strictly necessary cookies
rc::d-15#	Google reCAPTCHA - Third pary cookie	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	Persistent	Strictly necessary cookies
rc::f	Google reCAPTCHA - Third pary cookie	This cookie is designed to enhance the reCAPTCHA mechanism, making it adaptive based on the user's interaction with the captcha, ensuring that genuine users can pass through with ease while more suspicious traffic may face a more rigorous validation process	Persistent	Strictly necessary cookies
__hs_initial_opt_in	Hubspot First Party cookie	Used by HubSpot to store the user's initial choice regarding cookie consent. Specifically, it records whether a visitor initially consented to accept cookies or not when first visiting the site	Persistent - 1 week	Strictly necessary cookies
_ga	Google Analytics – Third party cookie	Used by Google Analytics to distinguish users and sessions.	Persistent - 2 years	Performance
_gid	Google Analytics – Third party cookie	Used by Google Analytics to distinguish users and sessions.	Persistent - 1 minute	Performance
_gat	Google Analytics – Third party cookie	Used by Google Analytics to distinguish users and sessions.	Persistent - 1 minute	Performance
hstc	Hubspot First Party cookie	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	Persistent - 13 Months	Performance
__hssrc	Hubspot First Party cookie	Used by HubSpot to determine whether the visitor has restarted their browser	Session	Performance
__hstc	Hubspot First Party cookie	The main cookie for tracking visitors, used by HubSpot. It collects data about the user's visits to help analyze website traffic and performance.	Persistent - 13 months	Performance
__hssc	Hubspot First Party cookie	Used by HubSpot to keep track of sessions. This cookie helps determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, view count (increments each page view in a session), and the session start timestamp.	Persistent - 30 minutes	Performance
HUBLYTICS_EVENTS_53	Hubspot First Party cookie	Used by HubSpot to track events and user interactions on the website for analytics purposes.	Session	Performance
__ptq.gif	Hubspot First-party tracking pixel	Used by HubSpot as a tracking pixel to collect information about visitor behavior on the website for analytics purposes.	Session	Performance
__hmpl	Hubspot First Party cookie	Used by HubSpot to collect and store information about user interactions with forms and other HubSpot features on the website.	Session	Performance
_fbp	Facebook Third Party cookie	Used by Facebook to deliver targeted advertisements and measure ad campaign effectiveness by tracking user behavior across websites.	Persistent - 3 months	Marketing
_gcl_au	Google AdSense - Third party cookie	Used by Google AdSense to experiment with advertisement efficiency and understand user interactions with the website.	Persistent - 3 months	Marketing
muc_ads	Twitter Third Party cookie	Used for marketing and tracking purposes. This cookie helps Twitter collect data about users' behavior and interactions with ads on the platform, enabling Twitter to serve targeted advertisements to users.	Persistent - 2 years	Marketing
lms_ads	LinkedIn Third Party cookie	Used by LinkedIn for advertising purposes. It helps to identify LinkedIn Members off LinkedIn for advertising and marketing purposes	Persistent - 30 days	Marketing
messagesUtk	Hubspot First Party cookie	HubSpot's live chat widget to enable on-site customer service chat features. This cookie is used to recognsze visitors that return to the site and allows them to continue their conversation with support or sales teams without having to start anew.	Persistent - 180 days	Functionality
hubspotutk	Hubspot First Party cookie	Used by HubSpot to track a visitor's identity, primarily for de-duplicating contacts and associating form submissions with a specific user.	Persistent - 13 months	Functionality