

# COOKIE POLICY

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Your online privacy is important to us. This website uses cookies to enable certain functions and tools, track resources and data, and promote our products and services.

## What is a cookie?

A cookie is a small text file that stores information on your device. When you visit a website, a cookie is automatically created and stored on your device or internet browser. The cookie assigns a random, unique number to your device. It does not contain information that personally identifies you.

Cookies cannot pull data from your hard drive, grab your e-mail address, or capture any personal information directly from your device. You can disable cookies whenever you'd like by adjusting the privacy settings in your internet browser.

## What cookies do we use?

This website uses different types of cookies to perform a variety of functions. These cookies can help us gather information, including how many visitors visit our website, which pages are the most popular, what time of day is the busiest, and where the most visitors are located. With this type of data in an aggregated, non-identifiable way, we can learn what our visitors like and dislike about our website and services, and act to improve the overall user experience. Cookies can also help make sure our advertisements you may see on other websites are relevant and of interest to you.

This website uses both session (temporary) and persistent cookies. Session cookies are automatically removed when you end your browsing session or close your browser. Persistent cookies remain on your hard drive for a set time when they will expire. For example, if a cookie has a 30-day lifespan, then 30 days after it is installed on your device, it will automatically delete itself. You can also manually delete all cookies at any time directly through your Internet browser. We also use corrupted cookies to help identify web robots (BOTs) that are crawling our website.

Overall, our cookies fall into four general categories:

**Essential Cookies:** These types of cookies are essential to using our website and some of its features, such as account login. Some cookies may even help provide account authentication or site security. Essential Cookies do not store your identifiable information. If you choose to block these cookies, some parts of the website may not function correctly.

**Performance Cookies:** Performance Cookies collect and aggregate vital analytical data. These cookies collect useful information, including, but not limited to, the number of visitors to our website, which pages are most popular, how long visitors stay on a page, and what is the average number of pages a person visits daily. The data gathered can help improve site features and functionality, analyze how our site is used, and even improve the relevancy of our marketing efforts to you. Performance Cookies do not collect your identifiable information.

We also share information about your use of our website for analytical purposes through cookies. Online tools that analyze website data use Performance Cookies to provide reports on a website's traffic and user base. As an example, Conductor and Google Analytics use Performance Cookies to share with websites where their traffic comes from (clicking an advertisement, typing the URL directly into their browser, clicking a button on an e-mail, etc.), what devices and operating systems are most popular, and where visitors are located. For more on what information Google Analytics collects and how it processes data, please [click here](#). Please note that we are not responsible for the content of external websites.

**Functional Cookies:** Functional Cookies allow websites to improve the user experience. These cookies enable our website to remember specific choices made by you (such as pre-filling fields for your username, language, or region) and provide enhanced functionality and features. Functional Cookies may be set by us or by third party providers whose services we have added to our website.

**Targeting Cookies:** Targeting Cookies and pixels can help serve up relevant advertisements, track the success of e-mail marketing, or analyze the efficiency of different advertisement campaigns. For example, we might use Targeting Cookies and third party companies to share relevant information so that visitors are shown advertisements that are of interest to them on other websites. These cookies can also be used to limit the number of times a visitor is shown the same advertisement.

We also allow third parties to place cookies on our websites. The information collected through these cookies can provide us with information that may be of interest to visitors based on their activities on our websites. These targeting cookies do not directly store personal information (such as names or e-mail addresses), but store unique identifiers that identify a particular visitor's browser and/or device to us and these third parties, which include Facebook, GroundTruth, LinkedIn, Qualtrics, StackAdapt, Twitter and AdDaptive.

### **Do I have to accept all of the cookies to use this website?**

No. You have the right to choose whether or not to accept cookies. Therefore, you can accept all, some, or none of our cookies. However, since cookies are an integral part of how our website works, please note that if you decline or delete any of our cookies, it could affect the appearance and functionality of our website and your user experience.

By default, most Internet Browsers will accept all cookies. Through your browser you should be able to disable and manage cookies.

Some popular browsers offer additional guidance on how to manage cookies:

- Google [Chrome](#)
- [Firefox](#)
- [Safari](#)
- Microsoft [Edge](#)
- [Microsoft Internet Explorer](#)

If you use an internet browser not listed above, we suggest visiting the browser developer's website for more information. Please note that we are not responsible for the content of external websites.

## **Further information about cookies**

If you'd like to learn more about cookies in general and how to manage them, visit [aboutcookies.org](http://aboutcookies.org). Please note that we are not responsible for the content of external websites.

## **How do we use the information we collect?**

Through the implementation of cookies, we might use the information we collect for actions including, but not limited to, authenticating users, remembering user preferences and settings, determining the popularity of content, delivering and measuring the effectiveness of advertising campaigns through the use of tools such as the Meta Pixel, analyzing site traffic and trends, detect fraudulent use, and delivering services, content, and information most relevant to you. We also may use the information that we learn about you to advertise our services to you on third party websites.

We may use cookies to show you advertisements for our services and to provide relevant interest-based advertising to you. Interest-based advertisements are advertisements presented to you based on your browsing history and may be presented to you while you are browsing our site or third-party sites not owned by us. We work with advertisement networks that may use your browsing history across participating websites to show you interest-based advertisements on those websites. If your browser sends a “do not track” signal or similar mechanism to indicate you do not wish to be tracked or receive interest-based advertisements, we will comply with such request. You can opt-out of receiving interest-based ads from us at any time by emailing us at [cookiepolicy@bioreference.com](mailto:cookiepolicy@bioreference.com). To learn more about interest-based advertisements and your opt-out rights, visit the Digital Advertising Alliance and the Network Advertising Initiative websites ([www.aboutads.info](http://www.aboutads.info) and [www.networkadvertising.org](http://www.networkadvertising.org)). Please note that we are not responsible for the content of external websites.

We may collect additional information about you from third-party websites or social media platforms, such as Google, Facebook, Instagram, Twitter, YouTube, and sources providing publicly available information (e.g., from the U.S. postal service) to help us provide services to you, help prevent fraud, and for marketing and advertising purposes, as agreed to by you under this policy and our Privacy policy, and as permitted by law. However, we may disclose aggregated information about our users, and information that does not identify any individual, without restriction. Our Privacy policy covers the information collected by us. The information you provide to us on a third party website/platform may be separately collected by the website/platform and is subject to that website/platform's privacy policy.

## **How to contact us?**

If you have any further questions about our use of cookies, please contact us by email at [cookiepolicy@bioreference.com](mailto:cookiepolicy@bioreference.com).

If you are a California resident, please refer to our [CCPA Privacy Notice](#) available on our website.