

## Outset Medical Cookie Policy

Effective 16 September 2024

At Outset Medical, we strive to be transparent about how we use cookies and other similar technologies in connection with our websites (“Sites”) and other online applications or services (“Services”) that link to this cookie policy (“Notice”). We may use cookies and other similar technologies to operate and improve your experience using our Sites and Services, to measure the effectiveness of our Sites, Services, and communications, and to provide advertisements that are tailored to you.

When you visit any website, including our Sites that link to this Notice, the website may store or retrieve information on your browser. This information might be about you, your preferences, your device, and your interactions with or interests in our Sites and Services. These cookies can be used to make sure our Site works in an optimal way, or to give you a more personalized web experience. When you click “accept all” cookies, or allow performance, functionality, targeting, or social media cookies, you understand and agree this information is collected by us and the third parties that help operate the cookies and other similar technologies on our sites, and agree to its collection. For more information about the information we collect, please see our [Privacy Notice](#). For more information on the specific types of cookies we use, please continue reading below.

### What are cookies?

Cookies are small text files that are placed on your device when you access a website or application through a browser. These files are then used to help identify your unique device for a specific purpose, such as to provide information specific to your location, to remember your preferences, or to provide you with tailored advertisements. Cookies may contain the details of your browsing history on a website among its many uses.

- Cookies may be “first-party cookies,” which are which cookies are placed by us on our Sites, or “third-party cookies,” which are cookies belonging to others that are placed on our Sites. We may use both first- and third- party cookies.
- Cookies can be “persistent” or “session” Cookies. Persistent cookies remain on your computing device for a period of time, even when you go offline, while Session Cookies are deleted as soon as you close your web browser. We may use both persistent and session cookies.

### What are other types of tracking technologies that you may encounter?

#### Web beacons and session scripts

Web beacons (also known as pixels) allow us to count users to our website pages, and to see what users are accessing while on our website. This allows us to tell if visitors to our website are interested in our content, and to determine what types of content are most interesting to website visitors. They provide us with information such as your IP address so that we can distinguish individual visitors from one another. They also show us how many unique individuals interact with our content on our social media pages. Web beacons can also be used to determine if an email has been opened. Web beacons are integrated into the code of our website, so they cannot be declined using the cookie banner. However if you do not wish to interact with web beacons, you can use a Virtual Private Network (VPN) service, adblocker, or setting on your browser that blocks tracking.

Session scripts (also known as session tracking) perform a similar function. We record interactions with our website, such as clicks or filling out a form, and record information such as your IP address to distinguish individual visitors from one another. Session scripts and web beacons don't build a profile of you beyond what is needed to determine that you are a unique individual.

### **Analysis tools**

Analysis tools, such as Google Analytics, help us analyze how visitors use our Sites and Services. Among other things, these tools use cookies to collect data about the number of visitors to the Site, the web page that referred visitors to the Site, and the pages that visitors view within the Site. To opt out of Google Analytics, click [here](#).

**Local Shared Objects (e.g., Flash cookies) and Local Storage (e.g., HTML5).** These technologies may be used to store content information and preferences. You may manage Flash cookies by [clicking here](#). Your browser may offer settings to turn off HTML5.

### **Why do we use cookies and similar technologies?**

We use cookies and other tracking technologies to better understand interest in our products and our Sites, so that we can ensure that the content we provide is useful and interesting. We also use cookies to enable our Sites and Services to function smoothly; to support and personalize the functionality of our Site; to help us monitor activity on our Site (including gathering usage statistics and other business purpose analytics); and to support our marketing activities, by facilitating or tracking the interaction of our Sites and social media platforms (such as links to such sites or use of "like buttons" for our content). When we engage in cross-context tracking, we are doing so to find out how visitors find out about our Site (for example, if they first hear about Outset from a social media post) and whether they choose to continue to interact with Outset across our social media platforms.

We place cookies on your devices (including your mobile devices) in accordance with the preferences you set in our cookie consent manager. You can also use your browser's cookie preference settings to limit or prevent cookies from being placed. We recognize and respect Global Privacy Control (GPC) signals when sent by your web browser.

You can change these settings at any time by clicking on the cookie icon on the Site homepage.

### **What types of cookies do our Sites use?**

The cookies used on our Sites have been categorized into one of the following categories. Not all cookie categories may be used on all Sites. This table is current as of the Effective Date of this Policy and may be updated from time to time. When we update this Policy, you will see a banner on our website indicating the recent update. The Effective Date above will be updated as well.

Cookie Category	Category Description	Cookie Name	Cookie Description
<b>Strictly Necessary Cookies</b>	Strictly Necessary cookies are sometimes called essential cookies. A website cannot function properly without necessary or essential cookies. These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. We use these cookies to provide you with those Services. While you can set your browser to block or alert you about these cookies, but if you block these cookies, some parts of the site will not then work.	OptanonAlertBoxClosed OptanonAlertBoxClosed OptanonAlertBoxClosed OptanonAlertBoxClosed OptanonConsent OptanonConsent OptanonConsent OptanonConsent OptanonConsent __cf_bm	These cookies are set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user.  <u>CloudFlare</u> - this is a cookie necessary to support Cloudflare Bot Management. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.
<b>Performance Cookies</b>	Performance cookies, sometimes called analytics cookies, help website owners understand how visitors interact with their websites by collecting and reporting information, typically without directly identifying a user. For example, these cookies allow website owners to count visits and traffic sources to measure and improve the performance of a website. They help website owners understand which pages are the most and least popular, see how visitors move around the site, and identify certain performance data, such as whether users are receiving error messages. The information collected by these cookies also help website owners improve how the website works. Third party vendors who provide these services may have access to the data collected via these cookies and may use it to improve their overall services and offerings. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.	<u>First Party</u> _ga _gid _uetvid _hjSessionUser_xxxxxx _hjTLDTTest DrupalVisitorMobile s_sq s_cc _hjSession_xxxxxx	<u>Google Universal Analytics.</u> This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.  <u>Microsoft Bing Ads</u> allows us to engage with a user that has previously visited our website.  <u>Hotjar</u> provides analytics about user behavior and clicks on website pages. It is used to ensure that behavior in subsequent visits to the same site will be attributed to the same user ID and that subsequent requests within the session window will be attributed to the same Hotjar session.  <u>Adobe Site Catalyst</u> stores information about the previous link clicked within

			the site. It determines whether cookies are enabled in the web browser.
		<p><u>Third Party</u></p> <p>f5avraaaaaaaaaaaaaaaaaa</p> <p>_session_</p> <p>JSESSIONID</p>	<p><u>F5 BIG-IP product set</u> is an integral part of load balancing. It is used to store the user's session in order to identify it in the application's traffic.</p> <p><u>New Relic</u> provides a platform for monitoring the performance of web and mobile applications.</p>
<b>Functionality cookies</b>	<p>Functionality cookies allow a website to remember choices users make (such as a user's username, language, or the region). The purpose of these cookies is to provide a website's users with a more personal experience and to avoid requiring users to re-enter their preferences each time they use a website. Functionality cookies do not track your browsing activity on other websites, nor do they gather any information about you that could be used for advertising or remembering where you have been on the Internet outside our site. These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.</p>	<p><u>First Party</u></p> <p>None at this time</p> <p><u>Third Party</u></p> <p>JSESSIONID</p> <p>vuid</p> <p>_player_clearance</p> <p>Player</p> <p>cfuvid</p> <p>__cf_bm</p>	<p><u>Vimeo</u>: integrates video content with the website</p> <p><u>CloudFoundry</u> manages web traffic and prevents malicious activity</p>
<b>Targeting cookies</b>	<p>Targeting cookies (including web beacons and other tracking and storage technologies), sometimes called advertising cookies, are used to track visitors, including at times across websites. They may track the content you have viewed, the links you have followed, information about your browser, device, and IP address. They collect information about your visit to a website (including across devices and visits to third party sites). The purpose of targeting cookies is to display ads relevant and engaging for a user. Targeting cookies can be used to (1) deliver advertisements more relevant to you and your interests; (2) limit the number of times you see an advertisement; (3) help measure the</p>	<p><u>First Party</u></p> <p>_gat_UA-XXXXXX-X</p> <p>_gcl_au</p> <p>AMCVS_</p> <p>_ga_XXXXXXXXXX</p> <p>_gcl_aw</p> <p>__gtm_campaign_url</p> <p>_uetsid</p> <p>_fbp</p> <p>TEST_AMCV_COOKIE_W</p> <p>RITE</p> <p>AMCV_</p> <p>sa-user-id-v3</p> <p>sa-user-id</p> <p>sa-user-id-v2</p>	<p><u>Google Analytics Cookies</u> provide information about individuals who visit our website and their preferences and activities</p> <p><u>Google AdSense and Google Lead Services</u> are used for advertisement across websites using their services, such as when other websites contain click-through links to our content</p> <p><u>Adobe Marketing Cloud</u> stores a unique visitor identifier, and uses an organization identifier to</p>

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effectiveness of the advertising campaign; (4) retarget to our Sites and assets; and (5) understand people's behavior after they view an advertisement. Targeting cookies are usually placed on behalf of advertising networks with the site operator's permission. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites. They store uniquely identifying information about your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

understand who visits our website

Google AdWords is used to identify affiliates when you arrive at the website from an affiliate referral link. It is set when you click on one of our links and is used to let the advertiser and us know the website from which you came.

SnackTools is a suite of web applications for creating and sharing multimedia content. It is used to identify a user across sessions and track user activities.

Third Party

sa-user-id  
VISITOR\_PRIVACY\_META  
DATA  
sa-user-id-v3  
TESTCOOKIESENABLED

Bing determines what ads should be shown that may be relevant to the end user perusing the site.

IDE  
sa-user-id-v2  
lidc  
bcookie  
MUID  
GCL\_AW\_P  
MSPTC  
sa-user-id-v3  
sa-user-id  
li\_gc  
VISITOR\_INFO1\_LIVE  
test\_cookie  
YSC

Adobe Marketing Cloud stores a unique visitor identifier and uses an organization identifier to allow a company to track users across their domains and services. This cookie is used to track user identity by assigning a unique user ID when the user engages with the website. It is commonly used for analytics and personalization of content.

YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.

Facebook collects data on the interests of users via widgets such as the 'Like' button found on many websites. This is used to serve targeted advertising to

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			its users when logged into its services
			DoubleClick (Google) is used to provide real time advertising exchange bidding
			<a href="#">Stackadapt</a> provides marketing and advertising services
			<a href="#">LinkedIn</a> is a business networking platform that provides targeted ads to users
<b>Social Media Cookies</b>	Social Media Cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They can track your browser across other sites and build a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies, you may not be able to use or see these sharing tools.	csrftoken	<a href="#">Instagram</a> collects data on the interests of users via widgets such as the 'Like' button found on many websites. This is used to serve targeted advertising to its users when logged into its services
<b>Web Beacons and Session Scripts</b>	Web beacons and session scripts show us how many unique individuals have accessed our website, and what content they have clicked on. We also use these technologies to see how many visitors interact with our content on social media platforms. Some session scripts are required for proper website function, including cybersecurity, preventing overloading of the site with traffic, and ensuring accessibility of the website to users with disabilities. They do not build a profile of each user.	platform.twitter.com	<a href="#">Twitter (X)</a>
		www.youtube.com	<a href="#">YouTube</a>
		api.nasdaqomx.wallst.com	<a href="#">NASDAQ</a>
		player.vimeo.com	<a href="#">Vimeo</a>
		www.youtube-nocookie.com	<a href="#">BusinessWire</a>
		mms.businesswire.com	<a href="#">Bing</a>
		outsetstage.wpengine.com	<a href="#">Kaleidoscope</a>
		bat.bing.com	<a href="#">HotJar</a>
		sec.kscope.io	<a href="#">Google</a>
		cdn.userway.org	<a href="#">CloudFlare</a>
		cdn.cookie-law.org	<a href="#">LeadLander</a>
		img03.en25.com	<a href="#">Adobe</a>
		www.recaptcha.net	<a href="#">LinkedIn</a>
		ds-aksb-a.akamaihd.net	<a href="#">StackAdapt</a>
		code.jquery.com	<a href="#">Healthcare Business Today</a>
			<a href="#">Userway</a>
			<a href="#">Google Tag Manager</a>
			<a href="#">jQuery</a>
			<a href="#">Akamai</a>
			<a href="#">Intrado</a>

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static.hotjar.com	<a href="#">Deviate Tracking</a>
www.googletagmanager.com	<a href="#">WordPress</a>
cdnjs.cloudflare.com	<a href="#">Meta</a>
www.gstatic.com	
deviatetracking.com	
www.google-analytics.com	
assets.adobedtm.com	
lltrck.com	
connect.facebook.net	
googleads.g.doubleclick.net	
snap.licdn.com	
lltrck.com	
tags.srv.stackadapt.com	
outsetstage.wpengine.com	
www.healthcarebusiness.today.com	
2xbegh2a2pwz35bzov2xmcdh-wpengine.netdna-ssl.com	

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### Do You Use Cookies for Marketing and Analytics?

Yes. We may use information collected from our cookies to identify user behavior and to serve content and offers based on your profile, and for the other purposes described below, to the extent that we are legally permitted to do so in the state or country where you live.

In other cases, we may associate cookie information (including information from cookies placed via our advertisements on third party sites) with an identifiable individual. For example:

- If we send you a targeted email which includes web beacons, cookies, or similar technologies we will know whether you open, read, or delete the message.
- When you click a link in a marketing e-mail you receive from us, we may use a cookie to log what pages you view and what content you download from our Sites, even if you are not registered at or signed into our Site.
- If you fill out our form requesting more information, we may gather some information about you that identifies you in order to make sure we associate the responses you give us with you as a

unique individual. Our marketing team may use this information to better understand who is interested in our Services, and the best way for us to present that information on our Sites.

- If you have enabled cookies on your browser, we may use your general location (within a certain ZIP code) to display ads that are relevant to your location. For example, we may share an ad that shows you a nearby location where you can access our Services.

### **Do you use cookies from third party companies?**

Yes. Some cookies and other similar technologies that we use are from third party companies, such as Facebook (Meta), Instagram, Google, X (formerly known as Twitter), and LinkedIn. Other third parties may compile information about unique users to our website to help us to understand how many unique visitors we receive to our Sites, and how they discovered our Sites.

### **How do I opt out of cookies or other tracking technologies?**

You can adjust your cookie settings through our cookie consent manager, which will block cookies from being placed on your device from the Site in the future, in accordance with your preference selection. If you want to remove existing cookies from your device, you can do this using your browser options. Certain browsers may allow you to set universal settings that will control how cookies are placed by any website you interact with. You also may have the following additional options available to you:

- You can instruct your browser to refuse all cookies; however, if you turn cookies off, you may not have access to certain features that make your use of our Sites and Services more efficient, and some of our Sites and Services may not function properly.
- If you are using a mobile device, the mobile device operating setting may allow you to opt out of targeted advertising based on information about the mobile applications you use. You can also stop the collection of location information from your mobile device by changing the preferences on your mobile device.
- You can also use these opt-out options to limit use of your information for interest-based advertising by participating companies: [Digital Advertising Alliance](#), [Network Advertising Initiative](#)

These actions may impact your user experience or may cause you to receive non-targeted advertising that is not relevant to your interests. If you would like more information about cookies, including how to manage them, please see [All About Cookies](#).

**If you have any questions about our use of cookies or tracking technologies, please contact us at [Privacy@OutsetMedical.com](mailto:Privacy@OutsetMedical.com)**