

## Cue Health Cookie Policy

Last updated: March 8, 2023

### About this Cookie Policy

- This Cue Health Cookie Policy (“**Cookie Policy**”) contains important information about how Cue Health (“**Cue**” or “**we**”) uses cookies. This Cookie Policy applies when you use any of our Services, websites, and other sites we own and operate. This includes <https://cuehealth.com/> and <https://cuehealth.ca> (collectively, the “**Sites**”).
- As our Services and Sites are primarily designed for use in the United States and Canada, our Cookie Policy only covers US and Canadian laws. If you are an international user and have questions or concerns about this Cookie Policy, please contact us at [legal@cue.me](mailto:legal@cue.me).
- To make this Cookie Policy easy to read and understand, we’ve limited the use of technical and legal terms. We will only use legal and technical terms to comply with applicable privacy law requirements, or because the terms cannot be broken down any further.

### Changes to this Cookie Policy

Please note that the cookies we use may change from time to time. If we make any material changes to our use of cookies, we will make the update and list the date in the “Last updated” section.

We encourage you to regularly check the Cookie Policy.

### What is a Cookie?

- Cookies are small text files that are sent to your browser from a website you visit. Your browser sends this text file to the website server the next time you visit.
- Cookies are considered Personal Information under privacy laws, and you are entitled to information about our cookie practices and how you can set your preferences.
- Specific cookies we use for our Sites can be found [here](#).
- Information on cookies for the US can be found [here](#). Information on cookies for Canada can be found [here](#).

### Targeted Advertising and Opt-Out rights

Applicable privacy laws allow us to provide you advertisements based on your activity and preferences on our sites (“**Targeted Advertising**”). This means that cookies that provide Targeted Advertising will be set to “on” by default.

- **You can opt-out of the use of these types of cookies by sending us an e-mail to [legal@cue.me](mailto:legal@cue.me). For more information on opting-out of Targeted Advertising, please see our [Cookie Preferences page](#).**
- You may exercise choices regarding the use of cookies from Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout>.

### What happens when you opt-out?

If you opt-out of interest-based advertising by a third party, these tracking technologies may still collect data for other purposes including analytics and you will still see ads from us across the Internet, but the

ads will not be targeted based on behavioral information about you and may therefore be less relevant to you and your interests. You must opt-out from each web browser from which you do not want interest-based advertising (and this may involve different devices if you use more than one). If you delete or clear your browser’s cookies, you will need to opt-out again.

Our Do Not Track Policy

Some browsers have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.

Technical details on cookies

Cookie Category	Description
First-Party Cookie	Issued from the <a href="http://www.CueHealth.com">www.CueHealth.com</a> domain.
Third-Party Cookie	Belong to and are managed by other parties, such as Cue’s business partners or service providers.
Session Cookie	Issued from both the <a href="http://www.CueHealth.com">www.CueHealth.com</a> domain and Third-Party websites. Temporary, linking the actions of a user during the any given browser session. When the browser is closed, the cookie is deleted.
Permanent Cookie	Issued from both the <a href="http://www.CueHealth.com">www.CueHealth.com</a> domain and Third-Party websites. Also known as a persistent cookie, is stored for a specific period of time and activates each time the user visits the website that created the cookie.
Pixel	Issued from both the <a href="http://www.CueHealth.com">www.CueHealth.com</a> domain and Third-Party websites. Also known as a “web-beacon” or “clear GIF” which is a piece of computer code that enables us to monitor user activity and website traffic. Visit <a href="http://www.allaboutcookies.org">www.allaboutcookies.org</a> to learn more.

Cookie type	Cookie Category	How we use this cookie type
Necessary cookies	First-Party	To provide Services you specifically request, prevent fraudulent activity, improve security, and for system administration
Preference cookies	First-Party	To record information about choices you have made on our website, tailor Sites to your needs, to remember details you entered on our Sites.
Statistic cookies	First-Party	To collect and analyze information about how people use our Sites (pages most read, time spent, search terms, and other engagement data) so we can provide a better user experience.
Marketing cookies	First-Party and Third-Party	To deliver content such as marketing and advertising based on your interests on our Sites. This includes use of third-party service providers such as ad networks). These cookies are also known as interested-based advertising.