

Cookie Policy

WELCOME

Welcome to esims.synthes.com which is owned by Synthes GmbH. This Cookie Policy is designed to tell you about our practices regarding the collection of information from you when visiting our website through cookies and other tracking technologies.

OVERVIEW OF EU COOKIE CONSENT RULES

EU law requires organisations placing cookies through websites onto visitors' computers to obtain their "consent" after providing clear and comprehensive information about how cookies are used on the websites.

In order to comply with this, we have taken four steps:

- (i) Identified cookies and other tracking technologies served through this website, the purposes they fulfill, and related information such as their expiry and whether they are first or third party cookies.
- (ii) Assessed the intrusiveness of these cookies on visitors' expectations of Privacy, based on the information collected in (i) above.
- (iii) Provided 'clear and comprehensive' information about website cookies with the appropriate level of disclosure corresponding with the intrusiveness of each cookie (See Cookie Settings Panel).
- (iv) Used an appropriate strategy for obtaining consent for website cookies, taking into account their use and intrusiveness. Certain types of cookie may qualify for legal exemptions and, where this is the case, consent will not be required for these cookies.

CONSENT STRATEGIES USED ON THIS WEBSITE

European standards for obtaining consent to use cookies and similar tracking technologies (such as tracking pixels and website scripts) ("cookies") continue to evolve and while prior, express consent strategies (or 'opt-in' strategies) represent the most legally robust solution for obtaining consent, they can impair visitor experience and adversely impact legitimate website data collection.

As an alternative, implied consent strategies enable us to infer consent where visitors do not refuse cookies (or 'opt-out'), after providing prominent cookie disclosures and simple, readily-available cookie controls at a granular level (Consult the Cookie Settings Panel). This enables visitors to accept or refuse cookies used on the website.

The appropriate consent strategy will depend on the intrusiveness of the cookie, taking into account:

- who serves the cookie (i.e. a first or third party)
- what data the cookie collects
- what purposes it fulfils
- how long it endures
- nature of the website through which it is served.

For cookies requiring consent, we follow a three-tiered approach:

- **for cookies of low intrusiveness:** we make enhanced disclosures in the Cookie Policy and provide an easy means to opt out of cookies, and infer visitors' consent where they do not refuse cookies
- **for cookies of medium intrusiveness:** we use the same strategy as for low intrusiveness cookies and also make contextual disclosures about cookie use at appropriate points on the websites (e.g. making cookie disclosures around targeted adverts or other website functionality relies on these cookies)

- **for cookies of high intrusiveness:** we implement a prior consent strategy (for example, the use of a banner / pop-up requiring visitors to consent to these cookies before they are served).

Implied consent for most Cookies: Cookies deployed through this websites are of low to medium intrusiveness only.

Cookie disclosures by type, rather than by identity: Given the substantial number of Cookies served through websites, cookies are grouped by category (for example, 'advertising cookies', 'analytics cookies'). This enables cookie disclosures that are simpler and clearer for consumers to understand.

NOTE: The Cookie Settings Panel provides information about purpose(s), expiry and links to refuse cookies.

LINKS TO OTHER WEBSITES

This site may contain links or references to other websites. Please be aware that we do not control the cookies / tracking technologies of other websites and this Cookie Policy does not apply to those websites.

HOW TO CONTACT US

If you have any questions, comments, or concerns about this Cookie Policy or the information practices of this site, please contact us as follows:

- By email at RA-DPYEU-eSIMS-Suppo@ITS.JNJ.com if you are outside of North America or at SIMSDeptNorthAmerica@synthes.com if you are based in North America.
- Or please write to the following address:

Synthes GmbH
Sales Operations EMEA
Luzernstrasse 21
4528 Zuchwil
Switzerland

CHANGES TO THIS COOKIE POLICY

If this Cookie Policy changes, the revised policy will be posted on this site. This Cookie Policy was last updated **31 December 2015**.

Annex A: Types of Cookies Used on This Website

Type of Cookie	Source	Purpose	Expiry	How to Block
Cookies served by Synthes GmbH				
Cookies necessary for essential website purposes and functions ASP.NET_SessionId EsimsWebApplicationLogin	Johnson & Johnson	These cookies are strictly necessary for the proper operation of our site. They allow us to ensure the security and efficient delivery of our site.	The cookies we set for this purpose are automatically removed from your device in the following cases: ASP.Net SessionId cookie is removed when the session expires (session timeout is set to 20 minutes). EsimsWebApplicationLogin is removed when logging out or closing the internet browser.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Website enhancement cookies ESIMSLang eSIMSLogin	Johnson & Johnson	These cookies help enhance the performance and usability of our website. For example, they may allow us to detect whether your browser can run small website programs (called 'scripts') that provide additional website functionality or enable us to remember any website preferences you set (such as font size or language preferences).	The cookies we set for this purpose are not deleted automatically unless you run delete cookies in your browser.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's help menu for more information.
Cookies and other tracking technologies served by (Synthes GmbH) service providers and other companies				
Analytics cookies and technologies _utma _utmb <small>__utma: 64168123.1599650400.1450268155.1450268155.1450268155.1</small> <small>__utmb: 64168123.3.9.1450268185263</small>	Google Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Some of the cookies set for this purpose are automatically removed from your device once you close your browser. Others may last for a period of up to 24 months from your last visit to our site.	You can opt out of tracking by Google Analytics by visiting: http://tools.google.com/dlpage/gaoptout?hl=en-GB .