123 Sonography GmbH Cookie Notice

What this section elaborates on: basic definitions used throughout the Notice, when this Cookie Notice is triggered and data processing takes place

This Cookie Notice (hereinafter - the "Cookie Notice") is issued by 123 Sonography GmbH, entity registration number: FN 521171d, located at: Schwindgasse 7/1, 1040 Vienna, Austria and set up under the laws of Austria – the **"Company"** or **"We"**, **"Our"**, **"Us".**

This Cookie Notice is addressed to the **"Data Subjects",** or the **"Data Subject"**, or **"You"**, **"Your"**, including:

1) employees, contractors, groupmates and the like (the **"Users"**) of Our business customers (the **"Partners"**);

2) persons representing the Partners (such as the **"Administrators"**, **"Signatories"**, **"Representatives"** and other authorized individuals);

3) individual customers (the **"Customers"**); and

4) website visitors (the **"Website Visitors"**).

Throughout the text of the Cookie Notice We are using the concepts defined in the Privacy Notice. If this Notice operates the notions not elaborated on in the Privacy Notice, We will provide their definitions and meaning outright in the Cookie Notice. In the event of any conflicts between the Cookie Notice and the Privacy Notice, the Cookie Notice will supersede in terms of data processing which pertains to cookies and similar technologies.

Necessary and Preference Cookies

What this section elaborates on: We are explaining what cookies We use to operate the Website and Platform, interact with You, make Our

Services available to You and remember Your settings and preferences

For the purpose of operating and maintaining the Website and Platform, interacting with You, fulfilling our undertakings and delivering the Services to You, and remembering Your settings and preferences, the following cookies are stored in Your browsers:

Necessary Cookies				
Name	Provider	Purpose	Expiry	Type
__cf_bm	Vimeo	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	HTTP Cookie
__cfruid	Zendesk	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.	Session	HTTP Cookie
__stripe_mid	Stripe	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.	1 year	HTTP Cookie
__stripe_sid	Stripe	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.	1 day	HTTP Cookie
_ab	Stripe	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.	Session	HTML Local Storage

Necessary Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
_cfuvid	Vimeo	Pending	Session	HTTP Cookie
_mf	Stripe	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.	Session	HTML Local Storage
1.gif	Cookiebot	Used to count the number of sessions to the website, necessary for optimizing CMP product delivery.	Session	Pixel Tracker
ak_bmsc	IBM	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	HTTP Cookie
bscookie	LinkedIn	This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their LinkedIn application for example.	1 year	HTTP Cookie
CookieConsent	Cookiebot	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
hex (32)	IBM	Used to manage server calls to the website's backend systems.	Session	HTTP Cookie
id	Stripe	Pending	Session	HTML Local Storage
JSESSIONID	New Relic	Preserves users states across page requests.	Session	HTTP Cookie
li_gc	LinkedIn	Stores the user's cookie consent state for the current domain	180 days	HTTP Cookie
m	Stripe	Determines the device used to	400 days	HTTP

Necessary Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		access the website. This allows the website to be formatted accordingly.		Cookie
notice_behavior	TrustArc	Determines whether the user has accepted the cookie consent box.	Session	HTTP Cookie
object(#-#-##:#:#.#)	Kaltura	Holds the users timezone.	Persistent	HTML Local Storage
PHPSESSID	IBM	Preserves user session state across page requests.	Session	HTTP Cookie
SSESS#	123sonography.com	Pending	23 days	HTTP Cookie
TAsessionID	TrustArc	Stores the user's cookie consent state for the current domain	1 day	HTTP Cookie
test_cookie	Google	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie
ZD-suid	Zendesk	Unique id that identifies the user's session.	Persistent	HTML Local Storage

Preference Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
locale	Akamai Technologies	The cookie determines the preferred language and country-setting of the visitor - This allows the website to show content most relevant to that region and language.	1 year	HTTP Cookie
loglevel	123sonography.com	Maintains settings and outputs when using the Developer Tools Console on current session.	Persistent	HTML Local Storage
OPTOUTMULTI	Tealium	This cookie serves multiple purposes; it determines whether the user has submitted any forms,	3 months	HTTP Cookie

Preference Cookies

Name	Provider	Purpose	Expiry	Type
		performed cross-domain migration or has made any tracking opt-out choices.		
player	Vimeo	Saves the user's preferences when playing embedded videos from Vimeo.	1 year	HTTP Cookie
sync_active	Vimeo	Contains data on visitor's video-content preferences - This allows the website to remember parameters such as preferred volume or video quality. The service is provided by Vimeo.com.	Persistent	HTML Local Storage
ZD-store	Zendesk	Registers whether the self-service-assistant Zendesk Answer Bot has been displayed to the website user.	Persistent	HTML Local Storage

Unclassified Cookies

Name	Provider	Purpose	Expiry	Type
#==	IBM	Pending	Session	HTML Local Storage
123sc	123sonography.com	Pending	Session	HTTP Cookie
bG9jYXRpb25EZXRhaWxz	IBM	Pending	Persistent	HTML Local Storage
cm_mmca1	IBM	Pending	Persistent	HTML Local Storage
DBDM_INT_PROF	IBM	Pending	Session	HTML Local Storage
notice_preferences_master	IBM	Pending	13 months	HTTP Cookie
pageviewContext	1.www.s81c.com	Pending	Session	HTTP Cookie
pb	IBM	Pending	Persistent	HTML Local Storage
pr	IBM	Pending	Persistent	HTML Local Storage
privateBrowseTest	IBM	Pending	Persistent	HTML Local

Unclassified Cookies				
Name	Provider	Purpose	Expiry	Type
				Storage
userContext	1.www.s81c.com	Pending	1 year	HTTP Cookie

Analytics and Marketing Cookies

What this section elaborates on: We are explaining the legal bases and curated logic behind the main targeting and marketing cookie used on the Website and Platform

For setting to and using analytics and marketing cookies in Your browsers and devices, We rely on Your consent which You provide to Us through making Your choices with the help of the cookie consent tool deployed on the Website. With Your consent, We use the following cookies:

Analytics Cookies				
Name	Provider	Purpose	Expiry	Type
_ga	123sonography.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP Cookie
_ga_#	Google	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	HTTP Cookie
_gat	123sonography.com	Used by Google Analytics to throttle request rate	1 day	HTTP Cookie
_gd#	TrustArc	Pending	Session	HTTP Cookie
_gid	123sonography.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP Cookie
hjSession#	Hotjar	Collects statistics on the	1 day	HTTP

Analytics Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.		Cookie
hjSessionUser#	Hotjar	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 year	HTTP Cookie
_uc_current_session	Amazon	Used to determine if your session is active or not.	1 day	HTTP Cookie
1	Stripe	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	Session	HTML Local Storage
AnalyticsSyncHistory	LinkedIn	Used in connection with data-synchronization with third-party analysis service.	30 days	HTTP Cookie
bannermsg	IBM	Allows the website to make variations on the consent banner design, in order to make the banner as efficient as possible.	Session	Pixel Tracker
collect	Google	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
dtCookie	IBM	Pending	Session	HTTP Cookie
History.store	IBM	Contains an visitor ID - This is used to track visitors' navigation and interaction on the website	Session	HTML Local Storage

Analytics Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		for internal website-optimization.		
log	IBM	Used to distinguish between internal and external visitors to the website, in order to obtain more concise statistical data regarding the use of the website.	Session	Pixel Tracker
personalization_id	Twitter Inc.	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile.	400 days	HTTP Cookie
td	Google	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	Pixel Tracker
umte_rpin	IBM	Collects statistics on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	Persistent	HTML Local Storage
vuid	Vimeo	Collects data on the user's visits to the website, such as which pages have been read.	2 years	HTTP Cookie
ZD-buid	Zendesk	Unique id that identifies the user on recurring visits.	Persistent	HTML Local Storage

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
#-#	YouTube	Pending	Session	HTML Local Storage

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
_fbp	[Meta Platforms, Inc.](#)	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
_gcl_au	123sonography.com	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	HTTP Cookie
_uc_initial_landing_page	[Amazon](#)	Stores visitors' navigation by registering landing pages - This allows the website to present relevant products and/or measure their advertisement efficiency on other websites.	1 year	HTTP Cookie
_uc_last_referrer	[Amazon](#)	Registers	1 year	HTTP

Marketing Cookies				
Name	Provider	Purpose	Expiry	Type
		how the user has reached the website to enable pay-out of referral commission fees to partners.		Cookie
_uc_referrer	Amazon	Registers how the user has reached the website to enable pay-out of referral commission fees to partners.	1 year	HTTP Cookie
_uc_visits	Amazon	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	1 year	HTTP Cookie
_uetsid	Microsoft	Collects data on visitor behaviour from multiple websites, in order to present more	1 day	HTTP Cookie

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.		
_uetsid	Microsoft	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent	HTML Local Storage
_uetsid_exp	Microsoft	Contains the expiry-date for the cookie with corresponding name.	Persistent	HTML Local Storage
_uetvid	Microsoft	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 year	HTTP Cookie
_uetvid	Microsoft	Used to	Persiste	HTML

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		track visitors on multiple websites, in order to present relevant advertiseme nt based on the visitor's preferences.	nt	Local Storage
_uetvid_exp	Microsoft	Contains the expiry-date for the cookie with correspondin g name.	Persiste nt	HTML Local Storage
ads/ga-audiences	Google	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	Pixel Tracker
bcookie	LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 year	HTTP Cookie
i/adsct [x2]	Twitter Inc.	The cookie is used by Twitter.com	Session	Pixel Tracker

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		in order to determine the number of visitors accessing the website through Twitter advertiseme nt content.		
IDE	Google	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year	HTTP Cookie
iU5q-!O9@$	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTML Local Storage
LAST_RESULT_ENTRY_KEY	YouTube	Used to track user's interaction	Session	HTTP Cookie

Marketing Cookies				
Name	Provider	Purpose	Expiry	Type
		with embedded content.		
lastExternalReferrer	[Meta Platforms, Inc.](#)	Detects how the user reached the website by registering their last URL-address.	Persiste nt	HTML Local Storage
lastExternalReferrerTime	[Meta Platforms, Inc.](#)	Detects how the user reached the website by registering their last URL-address.	Persiste nt	HTML Local Storage
li_adsId	[LinkedIn](#)	Collects data on user behaviour and interaction in order to optimize the website and make advertiseme nt on the website more relevant.	Persiste nt	HTML Local Storage
li_sugr	[LinkedIn](#)	Collects data on user behaviour and interaction in order to optimize the website and make	3 months	HTTP Cookie

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		advertisement on the website more relevant.		
lidc	[LinkedIn](#)	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 day	HTTP Cookie
LogsDatabaseV2:V#‖LogsRequestsStore	[YouTube](#)	Pending	Persistent	Indexed DB
muc_ads	[Twitter Inc.](#)	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	400 days	HTTP Cookie
MUID	[Microsoft](#)	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	1 year	HTTP Cookie

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
pagead/1p-conversion/#/	Google	Pending	Session	Pixel Tracker
pagead/1p-user-list/#	Google	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.	Session	Pixel Tracker
pagead/landing	Google	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the	Session	Pixel Tracker

Marketing Cookies				
Name	Provider	Purpose	Expiry	Type
		number of times that they are shown the same advertisement.		
remote_sid	YouTube	Necessary for the implementation and functionality of YouTube video-content on the website.	Session	HTTP Cookie
ServiceWorkerLogsDatabase#SWHealthLog	YouTube	Necessary for the implementation and functionality of YouTube video-content on the website.	Persistent	Indexed DB
TESTCOOKIESENABLED	YouTube	Used to track user's interaction with embedded content.	1 day	HTTP Cookie
UserMatchHistory	LinkedIn	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	30 days	HTTP Cookie

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
utag_main	Tealium	Used by Tealium Tag Manager to store a unique visitor ID, a session ID and to persist data about the visitor's interaction with the website, e.g. last page viewed.	1 year	HTTP Cookie
VISITOR_INFO1_LIVE	YouTube	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	180 days	HTTP Cookie
VISITOR_PRIVACY_METADATA	YouTube	Stores the user's cookie consent state for the current domain	180 days	HTTP Cookie
YSC	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie
ytidb::LAST_RESULT_ENTRY_KEY	YouTube	Stores the user's video	Persiste nt	HTML Local

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		player preferences using embedded YouTube video		Storage
YtIdbMeta#databases	[YouTube](#)	Used to track user's interaction with embedded content.	Persistent	Indexed DB
yt-remote-cast-available	[YouTube](#)	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-cast-installed	[YouTube](#)	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-connected-devices	[YouTube](#)	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-device-id	[YouTube](#)	Stores the user's video player preferences using	Persistent	HTML Local Storage

Marketing Cookies				
Name	**Provider**	**Purpose**	**Expiry**	**Type**
		embedded YouTube video		
yt-remote-fast-check-period	[YouTube](#)	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-app	[YouTube](#)	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-name	[YouTube](#)	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage

Amendments to the Cookie Notice and Our Contacts

What this section elaborates on: We are explaining how We will introduce changes to this Cookie Notice and where You can send Your questions to

You can send Your queries and questions related with the Cookie Notice and processing of Your Personal data to: datasecurity@123sonography.com.

Amendments to the Cookie Notice may be done in the form of the updated

document. We also can display the updates by archiving the previous versions of the document accessible on the Website. Please check the Cookie Notice from time to time to stay updated on Our data processing practices.