

SIMON OURIAN M.D.

Cookie Policy

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This Cookie Policy describes how Beyond Beauty Club GmbH, Giesshübelstrasse 62d, 8045 Zürich, Switzerland ("**we**" or "**us**") uses cookies and similar technologies to collect and store information when the user ("you" or "your") visits our websites. If you want to know more about our processing of personal data according to the General Data Protection Regulation ("**GDPR**") and the Swiss Federal Act on Data Protection ("**FADP**"), please see our Data Privacy Statement.

1. General Information

What are Cookies and similar technologies and what information do they collect?

When you visit our websites or view our services online, we or an authorized third party may send you a cookie. Cookies are small text files that may be placed on your device. When a website is accessed, a cookie that is placed on a device will send information to the party that has placed the cookie. Cookies are common and used on a number of websites. Each cookie will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie and usually the IP address or another unique number of the device, and thus may contain personal data, i.e. information relating to an identified or identifiable natural person.

Session and Persistent Cookies

Our websites may place session and persistent cookies on your device. The difference between a session and a persistent cookie relates to the length of time the cookie lasts. Session cookies are cookies that typically last for as long as you are using your browser, or browser session. When you end your browser session, the cookie expires. Persistent cookies, as the name implies, are persistent and will last after you close your browser. This allows, for example, for quicker and often more convenient access to our website.

First Party and Third-Party Cookies

Our websites may place first party cookies and allow third parties to place cookies on your device. The difference between a first party cookie and a third-party cookie relates to the control of the party who serves the cookie. First party cookies are cookies that are specific to the website that created them. Their use enables us to operate an efficient service and to track the patterns of behavior of visitors to the website. Third party cookies, on the other hand, are placed on your device by a third party (i.e., not by us). While we may allow third parties to access the website to place these cookies on users' devices, we do not retain control over the information supplied by the cookies, nor do we retain access to that data. This information is controlled wholly by that third party.

Web beacons, Pixel, Plug-ins, and other similar technology

Our websites may use web beacons, pixel, plug-ins, device fingerprinting and other similar technology (collectively referred to as "tracking technology") which allows us and third parties to track your use of our website. Such tracking technology is embedded into our website and used on your device when you access and load our website.

We also use pixel technology on our website. A tracking pixel (image) is used to set a cookie on your browser. When you go a website containing such a pixel, your browser will request that image. As the image is loaded the so called "response headers" are loaded as well. One of those "response headers" is called the "set-cookie" header, which is the actual cookie and your browser will save that cookie to your computer. Next time you load an image from that tracking website, be it by directly surfing to it or by downloading another tracking pixel, your browser will upload that cookie back to the server.

2. Details on the cookies and tracking technologies used on the website and the legal bases

Strictly necessary cookies

Strictly necessary cookies are required to browse the website and use the functionalities of the website. Hence, strictly necessary cookies do not require your consent. If you disable necessary cookies, the functionality of the website will be affected. The legal basis for the collection and further processing of information through the use of strictly necessary cookies is contract performance (Art. 6 (1) lit. b GDPR; Art. 13 FADP) (if we concluded a contract on the use of the website with you) or legitimate interests of us or third parties (Art. 6 (1) lit. f GDPR; Art. 13 FADP), such as the provision of a functioning website. More information on the balancing test is available upon request.

Preferences cookies and similar technologies

Preferences cookies and similar technologies enable us to store the selections, preferences and settings made by you (e.g., language, region, text size, font). If you disable preferences cookies and similar technologies the website will not remember your preferences and thus, will be less convenient for you. For more details regarding further data processing, please see our Data Privacy Statement. The legal basis for the collection and further processing of information through functionality cookies and similar technologies is your consent (Art. 6 (1) lit. a GDPR; Art. 13 FADP).

Statistical Cookies and similar technologies

Statistical cookies and similar technologies allow us to collect information on the use of and the scope of use of the website by individual users to improve our website. This includes the overall site usage and areas that user prefers and thus allows us to improve the performance of the website. For more details regarding further data processing, please see our Data Privacy Statement. The legal basis for the collection and further processing of such information by statistical cookies and similar technologies is your consent (Art. 6 (1) lit. a GDPR; Art. 13 FADP).

Targeting Advertisement Cookies and similar technologies

Targeting/advertisement cookies and similar technologies allow us to collect information on the use of and the scope of use of the website by individual users. This includes whether a user has visited the website previously, the website the user comes from, the overall site usage and areas that users prefer and thus allows us to improve the performance of the website and the user's experience in using that website. It also allows us to analyze the efficiency of our marketing activities and to provide targeted advertisement tailored for your

interests. If you disable such cookies, you will not receive a customized advertisement experience. For more details regarding further data processing, please see our Data Privacy Statement. The legal basis for the collection and further processing of such information by targeted advertisement cookies and similar technologies is your consent (Art. 6 (1) lit. a GDPR; Art. 13 FADP).

Withdrawing consent, Disabling, and/or Browser settings

To the extent that you have given consent, you can withdraw your consent at any time with future effect via our cookie tool. Such a withdrawal will not affect the lawfulness of the processing prior to the withdrawal of consent.

You can also change your selections for the usage of certain types of cookies and similar technologies in our cookie tool.

In addition, most web browsers allow at least some control of most cookies through browser settings. You may refuse the use of cookies by selecting the appropriate settings on your browser to decline cookies. You may also delete existing cookies through your browser.

However, please note that if you withdraw your consent or disable cookies, you may not be able to use the full functionality of our websites. In particular, you may have limited access to some areas or be transitioned to a different experience.

More information

For additional information, e.g., your rights and other relevant aspects on data privacy, please contact us at concierge@simonourianmd.com