COMPREHENSIVE COOKIES AND AUTOMATIC DATA COLLECTION TECHNOLOGIES POLICY

EFFECTIVE DATE: DECEMBER 2025

This policy provides clear, comprehensive information about the cookies and other tracking technologies used on the Dx-Web.com website. It explains what these technologies are, why we use them, and your options regarding their use.

We recognize the importance of protecting your personal information, especially any **Protected Health Information (PHI)** you may share with us. This policy should be read in conjunction with our comprehensive Privacy Policy, which details our overall data handling practices.

1. **What Are Cookies and Other Technologies?**

Like virtually all websites, our sites use cookies and similar technologies. A cookie is a small text file stored on your computer or mobile device when you visit a website. These files are used to improve website performance and deliver a personalized browsing experience.

- **Session Cookies:** These are temporary and are only stored for the duration of your visit. They are removed from your device when you close your browser.
- **Persistent Cookies:** These remain on your device for a set period and are used to remember you when you return to the site, allowing us to recognize your preferences and settings.

Functions performed by a cookie can be achieved by other means. This policy on cookies, therefore, also applies to any similar technology that stores or accesses information on your device. We also use other tracking technologies, such as web beacons (small graphic files on a webpage) and pixels, for similar purposes.

2. **How We Use Cookies**

We use cookies and other tracking technologies to enhance your experience and ensure the effective operation of our website. Our purposes include:

- **Website Functionality:** To ensure our website works correctly and provides the services you request, such as enabling secure log-ins and managing your session.
- **Performance Analysis:** To understand how you and other visitors interact with our website, which pages are most popular, and how we can improve our site's performance and design.
- **Personalization:** To remember your preferences, such as your language choice and display settings, so you don't have to re-enter them on every visit.

- **Delivering Relevant Content:** To serve you with advertising and marketing content that is tailored to your interests and preferences, which your browsing activity may determine.

3. **Categories of Cookies**

Cookies can either be "first-party" or "third-party." First-party cookies are cookies we set and use directly. Third-party cookies refer to cookies set by third parties through our Website. As noted in Section 6, we do not control the collection or use of information by these third parties.

The cookies on our website can be grouped into the following categories:

- **Strictly Necessary (also known as required or essential) Cookies:** These cookies are essential for our website to function and cannot be switched off in our systems. They are usually set only in response to actions you take that constitute a request for services, such as setting your privacy preferences, logging in, or filling out forms. You can set your browser to block or alert you about these cookies, but some parts of the site may not function properly. These cookies do not store any personally identifiable information.
- **Functional Cookies:** These cookies allow our website to provide enhanced functionality and personalization, such as remembering your user ID or other settings. They may be set by third-party providers whose services we have added to our pages or by us. If you do not allow these cookies, some or all of these services may not function properly.
- **Performance and Analytics Cookies:** These cookies allow us to count visits and traffic sources to measure and improve the performance of our site. They help us to understand which pages are the most and least popular and see how visitors move around the site. The information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not be able to determine when you have visited our site and will be less able to monitor its performance. We utilize third-party services, such as Google Analytics, for this purpose.
- **Marketing and Advertising Cookies:** These cookies are set through our site by our advertising partners. Those companies may use them to build a profile of your interests and show you relevant advertisements on other sites. They do not store personal information directly; instead, they are based on unique identifiers for your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

4. **Handling of Personal and Sensitive Data**

When we use cookies for analytics or marketing, the data collected is often anonymous. However, if a cookie is linked to your account or other personal information you've provided, we may be handling your **Protected Health Information (PHI)**. No PHI is shared with third-party advertisers or analytics providers. Where cookies interact with

systems that transmit or store PHI, all PHI is encrypted in transit and at rest. We employ robust safeguards to protect all sensitive information and ensure it is managed in accordance with the Health Insurance Portability and Accountability Act ("HIPAA") and all other applicable laws.

5. **Tracking Your Browsing History**

We use cookies to collect information about your browsing activity on **our website only**. This is known as **first-party data**. This information helps us understand how you navigate our site, which pages you visit, and what content you find most useful.

Third-party cookies, which our advertising partners may set, are different. These cookies can track your interests and build a profile based on your visits to different websites, not just our own. This allows them to show you more relevant advertisements across the internet.

6. **Third-Party Cookies and Links**

Our website may use third-party applications or content, such as social media widgets or embedded videos. When you interact with this content, the third party may set its own cookies. We do not control the collection or use of information by these third parties. We highly recommend that you carefully review the privacy policies and terms of service for these third-party properties.

7. **Your Choices and How to Manage Cookies**

You have the right to choose whether or not to accept cookies. You can manage your preferences at any time.

- **Cookie Consent Banner:** When you first visit our site, a consent banner will appear, allowing you to accept all cookies or customize your preferences by category. You can change your choices at any time by revisiting our cookie settings page (which will be linked from this policy).
- **Browser Settings:** You can also manage cookies through your web browser settings. Most browsers allow you to block or delete cookies from your device. Please be aware that if you block all cookies, certain parts of our website may not function properly. For more information, please refer to your browser's help section. You can also visit http://www.aboutcookies.org.

8. **Changes to This Policy**

We may update this Cookie Policy from time to time. We will notify you of any material changes by posting the new policy on our website and updating the "Effective Date" at the top of this document.

9. **Contact Us**

If you have any questions about this Cookie Policy or our data practices, please get in touch with us:

DXWEB: 5355 Town Center Road, 2nd Floor, Boca Raton, Florida 33486

General Inquiries: Info@dx-web.com or 561-544-7944