



## SOCIETY FOR VASCULAR ULTRASOUND

### SVU Cookie Policy

Effective: May 25, 2018

Last update: June 22, 2018

This Cookie Policy applies to the Society for Vascular Ultrasound (“SVU”, “we” or “us”).

Like most businesses, we employ “cookies” or similar technologies. This Cookie Policy tells you about the use of Cookies and similar technologies on [www.svunet.org](http://www.svunet.org) (the “Site”).

When you first access the Site from certain jurisdictions, you will receive a message advising you that cookies and similar technologies are in use. By clicking “accept cookies”, closing the message, or continuing to browse the Site, you signify that you understand and agree to the use of these technologies, as described in this Cookie Policy.

You do not have to accept cookies and consent can be withdrawn at any time (see How to Control Cookies, below). You can change your browser settings to refuse or restrict cookies, and you may delete them after they have been placed on your device at any time. If you do not accept or delete our cookies, some areas of the Site that you access may take more time to work, or may not function properly.

#### **What Are Cookies?**

Cookies are small files containing a string of characters that we may store on your computer or mobile device when you visit the Site. When you visit the Site again, the cookies allow us to recognize your browser. Cookies may store your preferences and other information but cannot read data off your hard disk or read cookie files created by other sites.

Cookies set by a website owner (in this case, SVU) are called “first party cookies”. Cookies set by parties other than the website owner are called “third party cookies”. Third party cookies enable us to provide third party features or functionality through the Site (i.e. advertising, social media functions and analytics).

#### **The Cookies We Use**

Cookies make the use of the Site easier by, among other things, saving your preferences. We may also use cookies to deliver content tailored to your interests. Our cookies may enable us to relate your use of the Site to personal information that you previously provided.

The information that we collect with cookies allows us to statistically analyze usage of the Site, and to improve and customize our content and other offerings. However, we only disclose information collected with cookies to third parties on an aggregated basis without the use of any information that personally identifies you.

The specific types of first party and third party cookies placed by the Site and the purposes they



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perform are described in the table below:

Type of Cookies	Who serves these cookies	How to Refuse
<p><b>Strictly Necessary Cookies</b></p> <p>These are cookies that are required for the operation of the Site. They include, for example, cookies that enable you to log into secure areas of our websites, use a shopping cart or make use of e-billing.</p>	<ul style="list-style-type: none"><li>- SVU</li></ul>	<p>These cookies are strictly necessary to deliver the Site and therefore cannot be refused. They can be deleted or blocked using your browser settings, however (see How to Control Cookies, below).</p>
<p><b>Performance and Functionality Cookies</b></p> <p>These are used to recognize you when you return to the Site. This enables us to provide Single Sign-on functionality, and to personalize our content for you and remember your preferences (for example, your choice of language or region), but are non-essential to the performance of the Site.</p>	<ul style="list-style-type: none"><li>- SVU</li><li>- Trusted third-parties include the SVU Foundation, Donald Rome Company (DBA i4A), Impexium, Higher Logic, BlueSky, MultiView, Sage Publications, and uSquareSoft.</li></ul>	<p>These cookies can be deleted or blocked using your browser settings (see How to Control Cookies, below).</p>



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<p><b>Analytical or Customization Cookies</b></p> <p>These cookies collect information about how users access and move through the Site. We use this information in either aggregate form to help us improve the way the Site works, or to personalize the Site to your interests.</p>	<ul style="list-style-type: none"><li>- SVU</li><li>- Google Universal Analytics</li><li>- Feathr</li></ul>	<p>These cookies can be deleted or blocked using your browser settings (see How to Control Cookies, below).</p> <p>Alternatively, please follow the links below to review the third party's privacy policy or to opt-out:</p> <ul style="list-style-type: none"><li>- Google Universal Analytics <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a></li><li>- Feathr <a href="http://privacy.feathr.co/">http://privacy.feathr.co/</a></li></ul>
<p><b>Advertising Cookies</b></p> <p>These cookies are used to make the advertising displayed on the Sites more relevant to you. These cookies prevent ads reappearing and ensure that ads are properly displayed. Certain third party cookies may track users over different websites and will provide ads relevant to your interests.</p>	<ul style="list-style-type: none"><li>- DoubleClick</li></ul>	<p>These cookies can be deleted or blocked using your browser settings (see How to Control Cookies, below).</p> <p>Alternatively, please follow the links below to review the third party's privacy policy or to opt-out:</p> <ul style="list-style-type: none"><li>- DoubleClick <a href="https://www.google.com/settings/ads/plugin">https://www.google.com/settings/ads/plugin</a></li></ul>
<p><b>Social Media Cookies</b></p> <p>These cookies allow us to integrate social media functions into the Site and may also be used for advertising purposes.</p>	<ul style="list-style-type: none"><li>- YouTube</li></ul>	<p>These cookies can be deleted or blocked using your browser settings (see How to Control Cookies, below).</p> <p>Alternatively, please follow the links below to opt-out:</p> <ul style="list-style-type: none"><li>- YouTube: <a href="https://support.google.com/ads/answer/2662922?hl=en-GB">https://support.google.com/ads/answer/2662922?hl=en-GB</a></li></ul>



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### How to Control Cookies

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You do not have to accept cookies and consent can be withdrawn at any time, although you may not be able to use certain features on the Site. You can do this by clicking the appropriate opt-out provided in the cookie table above or by activating the settings on your browser that allows you to refuse all or some cookies.

Please follow the links below to helpful information for the most popular browsers:

- Microsoft Internet Explorer:

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

- Google Chrome:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>

- Mozilla Firefox:

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

- Apple Safari:

[https://support.apple.com/kb/PH21411?locale=en\\_US](https://support.apple.com/kb/PH21411?locale=en_US)

In addition, you can exercise advertising cookie choices by visiting:

- <http://www.aboutads.info/choices/>,
- <http://www.networkadvertising.org/choices/>; or
- <http://youronlinechoices.com/>.

### Web Beacons

As well as cookies, we use other technologies to recognize and track visitors to the Site. A web beacon (also known as a “tracking pixel” or “clear GIF”) is a clear graphic image (typically a one-pixel tag) that is delivered through a web browser or HTML e-mail, typically in conjunction with a



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cookie.

Web beacons allows us, for example, to monitor how users move from one page within our websites to another, to track access to our communications, to understand whether users have come to our websites from an online advertisement displayed on a third-party website, to measure how ads have been viewed and to improve site performance.

### **Targeting Advertising**

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and service that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements.

### **Changes to the SVU Cookie Policy**

This Cookie Policy is effective as of the most recent update, and will remain in effect as new updates occur. New updates go into effect immediately upon being posted onto this page.

### **Contact Us**

If you have any questions about this Cookie Policy, please contact us at [svuinfo@svunet.org](mailto:svuinfo@svunet.org) or 800-788-8346.