

Siemens Healthineers Cookie Policy

Date: October 2021

The following Cookie Policy describes how, and which cookies and other similar technologies Siemens Healthineers uses when you visit Siemens Healthineers websites. This Cookie Policy applies to the websites operated by the Siemens Healthineers company referred to under "Corporate Information."

What are cookies and other similar technologies and what are they used for?

When you visit Siemens Healthineers websites, information is stored on your device in the form of a "cookie." Cookies are small files that are stored on your device and that save and send certain settings and data regarding your interaction with our pages to us via your browser.

There are also other technologies that perform functions usually performed by a cookie, such as pixels or HTML local storage. These technologies also store or access information on your device. We will use the single term 'cookies' in this policy to refer to cookies and similar technologies.

We use cookies to personalize content and ads, to store your preferences, to analyze traffic to our website or to offer social media features. We also share information about your use of our website with our social media, advertising, and analytics partners, subject to your consent.

Types of cookies

Cookies we need

Manage and delete cookies

[Review and change your consent](#)

What types of cookies are used on our websites?

We use different types of cookies on our websites, depending on their function and purpose: necessary cookies, preference cookies, statistics cookies, and marketing cookies.

You decide which non-necessary cookies Siemens Healthineers may or may not use by adjusting your cookie settings accordingly.

Necessary Cookies

These cookies enable basic functions of our websites and are essential for accessing our websites and using the websites' basic functions. Without the use of these cookies, the website cannot be used properly. For example, they enable navigation on the website or access to secure website areas.

Preference Cookies

Preference cookies allow you to adapt our web pages to your preferences in terms of behavior or appearance. They also store information that you have already entered (e.g., user ID, preferred language, or region) in order to offer you convenient, personalized functions.

Statistics Cookies

Statistics cookies allow an analysis of the use of the website to improve the performance of the websites and their usability or to detect and correct errors. For this purpose, statistics cookies collect, for example, information about the Internet browser and operating system used, the domain name of the website you have previously visited, the number of visits, the average duration of the visit and the pages accessed. The information collected with the help of cookies is summarized and analyzed in such a way that it cannot be assigned to a specific person.

Marketing Cookies

These cookies allow us to offer content that is more relevant to you and tailored to your interests and to show you personalized advertising. The cookies are used, for example, to limit the frequency of appearance of an ad and to measure and control the effectiveness of advertising campaigns. For example, they register whether a website has been visited or not and what content has been used.

We also share information about the use of our websites with our partners for social media, advertising, and analytics or cookies are linked to third-party site functionalities. Our partners may combine this information with other

information that you have provided to them or that they have collected as part of your use of their services.

If you decline the use of marketing cookies, you will be shown content that is less relevant to your interests.

Which cookies are used on the Siemens Healthineers websites?

The following contains detailed information on the cookies used on Siemens Healthineers websites:

Necessary Cookies

Name	Provider	Purpose	Expiry	Type
CookieConsent	siemens-healthineers.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
s_cc	siemens-healthineers.com	Used to check if the user's browser supports cookies	Session	HTTP Cookie
test	siemens-healthineers.com	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	Session	HTTP Cookie
li_gc	linkedin.com	Stores the user's cookie consent state for the current domain	2 years	HTTP Cookie

Preference Cookies

Name	Provider	Purpose	Expiry	Type
settings	siemens-healthineers.com	Used to store user's selected language and date format.	Persistent	HTTP Local Storage

Statistics Cookies

Name	Provider	Purpose	Expiry	Type
AMCV_#	siemens-healthineers.com	Unique user ID that recognizes the user on returning visits.	2 years	HTTP Cookie
AnalyticsSyncHistory	linkedin.com	Used in connection with data-synchronization with third-party analysis service.	29 days	HTTP Cookie
ste_cds	siemens-healthineers.com	Cookie used for web tracking purposes and holds information	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry Type	
		like the last page visited, the last clicked element, etc.		
ste_p	siemens-healthineers.com	Persistent cookie used for web tracking purposes and holds information like the timestamp of first visit, timestamp of last visit, ...	2 years	HTTP Cookie
ste_s	siemens-healthineers.com	Cookie used for web tracking purposes and holds information like the current path, the last search term being used, the network the user visits the site from (internal/external), last campaign the user came from, etc.	1 day	HTTP Cookie
ste_vi	siemens.com siemens-healthineers.com	This cookie is an anonymous ID to identify the visitor.	2 years	HTTP Cookie
ste_pr	siemens-healthineers.com	Persistent cookie used for web tracking purposes and holds information like the tracking code stack and the DMP ID.	2 years	HTTP Cookie

Marketing Cookie

Name	Provider	Purpose	Expiry Type	
lang	ads.linkedin.com linkedin.com	Remembers the user's selected language version of a website	Session	HTTP Cookie
IDE	doubleclick.net	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
pagead/landing	doubleclick.net google.com	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Session	Pixel Tracker
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
bcookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services	2 years	HTTP Cookie
bscookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services	2 years	HTTP Cookie
lidc	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services	1 day	HTTP Cookie
pagead/1p-user-list/#	google.com	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
_gcl_au	siemens-healthineers.com	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	HTTP Cookie
UserMatchHistory	linkedin.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	29 days	HTTP Cookie

How can I manage and delete cookies?

We use preference, statistics, and marketing cookies in accordance with your consent. You can decide which cookies should be used by making your selection in the cookie banner. You also have the option of adjusting the settings for preference, statistics and marketing cookies and revoking your consent by clicking on the "Review and change your consent" button on the Cookie Policy website.

You can also decline, accept, and delete cookies by adjusting the settings in your browser. The help function in your browser describes how adjust the cookie settings.

Questions?

If you have any further questions about our Cookie Policy, please click on "[Contact](#)" to send us your questions and suggestions.

This Cookie Policy is updated from time to time. You will find the date of the latest update at the top of this page.

You can find more information regarding data privacy in the [Siemens Healthineers Data Privacy Policy](#).