

COOKIE POLICY

This policy supplements our Privacy Policy. This policy outlines how we use cookies and applies to all websites associated with Biron Health Group Inc, all affiliated companies, and all partner clinics or companies (and their respective subsidiaries), including the main entities such as Biron Medical Laboratory, Biron Sleep Care, Biron Corporate Health, and BiogeniQ, as well as partner medical imaging clinics operating under the banners Imagix and Medvue (collectively referred to as "Biron").

When you visit Biron's websites and web applications (hereinafter referred to as the "Biron Website") or interact with them, Biron and its authorized partners may use cookies and other similar tools. We use cookies and similar tools to enhance the website's performance and improve your experience.

What is a cookie?

A cookie is a small text file that is stored on a user's computer or device when they visit a website. Cookies are widely used to collect information about user preferences, browsing activities, and other relevant data. These files enable websites to recognize users during their subsequent visits, making it easier to personalize the online experience, enhance website usability, and gather valuable information for site owners. Most cookies do not collect personally identifiable information but instead gather general information about how users access and use the Biron Website.

Cookies can serve various purposes, including traffic analysis, content personalization, user session management, targeted advertising, and more. Users often have the option to control cookie acceptance through their web browser settings.

Types of cookies

Session Cookies: session cookies are stored in the temporary memory of the user's computer or device. These cookies are used to establish connections between a user's actions during a browsing session, from one page to another. The connections are made from the opening of the browser window until its closure. When the browsing window is closed, temporary or session cookies are deleted.

Persistent Cookies: persistent cookies remain on the user's device from one browsing session to another. Unlike session cookies, which expire as soon as the user closes their browser, permanent cookies are stored for a defined period, determined by the issuing website or developer. These cookies persist even when the user leaves the website or shuts down their computer, which means they can be used to track and recognize the user during their subsequent visits to the same site.

Cookie Consent

In some jurisdictions, the law stipulates that we can only store cookies on your device if they are strictly necessary for the functioning of this website. We refer to these cookies as "necessary." For all other types of cookies, we require your consent. You can configure cookies using the banner that appears on the Biron Website or directly through your web browser. If you would like to learn more about this, many browsers provide information in the Help menu under the section containing the term "Cookies."

Provided that the cookies are necessary for the functioning of the Biron Website, you may, at any time, block, withdraw, or modify your consent to the use of the cookies. However, if you refuse functionality cookies, you may not receive the full user experience of Biron Website.

Use of Cookies

The cookie banner serves as the initial point of communication to raise awareness and provide essential information about cookies. We want you to understand how cookies are used to enhance your web experience and to make an informed choice about whether to allow their use. Please note that if you wish to block, control, or delete cookies, you can always do so through your web browser settings.

Below, you will find a list of cookies used on Biron Website. Please note that our cookie policy is subject to periodic changes, and the list of cookies used on Biron Website may not always be up to date, as it is subject to change without prior notice. We plan to review or update our cookie policy once or twice a year.

Necessary Cookies

These cookies are essential for the functioning of the Biron Website and enable features such as shopping carts and the technical operation of the website. Cookies, device identifiers, and other information may be stored or accessed on your device for the intended purposes.

| Cookie | Expiration | Domain name | Type | Company |
|--------------------------------------|------------|------------------|-------------|---------------|
| didomi_token | 12 months | Medvue.ca | Cookie | Didomi |
| didomi_token | Session | Medvue.ca | Web storage | Didomi |
| euconsent | 12 months | Medvue.ca | Cookie | Didomi |
| euconsent | Session | Medvue.ca | Web storage | Didomi |
| forms-na1.hsforms.com_/embed/v3/coun | Session | Medvue.ca | Pixel | HubSpot |
| forms.hsforms.com_/embed/v3/counters | Session | Medvue.ca | Pixel | HubSpot |
| dT_store#global#v | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#visit#srccir_https://bookin | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#visit#srrckrc | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#visit#srccmm_https://bookin | Session | booking.biron.ca | indexed_db | Booking Biron |

Experience Cookies

These cookies are used to optimize the experience on the Biron Website and include user-selected options, navigation aids, etc.

| Cookie | Expiration | Domain name | Type | Company |
|--|------------|--|-------------|----------------|
| pll_language | 12 months | Medvue.ca | Cookie | Medvue |
| flang-redirect | 14 days | Imagix.biron.com | Cookie | Imagix |
| 8859949:state | Session | Biogeniq.ca | Web storage | LiveChat, Inc. |
| @@lc_auth_token:9a580ee8-5865-49a0-... | Session | Biogeniq.ca | Web storage | LiveChat, Inc. |
| @@lc_ids | Session | Biogeniq.ca | Web storage | LiveChat, Inc. |
| 8859949:state | Session | Biogeniq.ca | Web storage | LiveChat, Inc. |
| noDeprecation | Session | Biogeniq.ca | Web storage | LiveChat, Inc. |
| noDeprecation | Session | Imagix.biron.com | Web storage | Biron |
| side_storage_9a580ee8-5865-49a0-b76... | Session | Biogeniq.ca | Web storage | LiveChat, Inc. |
| side_storage_1e201334-6d74-44a8-8ed6 | Session | cpap.biron.com | Web storage | LiveChat, Inc. |
| __test_storage_support__ | Session | Biogeniq.ca, cpap.biron.com | Web storage | LiveChat, Inc. |
| TESTCOOKIESENABLED | 0 day | Biogeniq.ca | Cookie | YouTube |
| VISITOR_INFO1_LIVE | 6 months | Biogeniq.ca | Cookie | YouTube |
| dtCookie | Session | Biron.com, forms.biron.ca, booking.biron.ca | Cookie | Biron |
| ARRAffinity | Session | forms.biron.ca, cpap.biron.com, booking.biron.ca | Cookie | Biron |
| ARRAffinitySameSite | Session | forms.biron.ca, cpap.biron.com, booking.biron.ca | Cookie | Biron |
| dtPC | Session | forms.biron.ca, booking.biron.ca | Cookie | Biron |
| dtSa | Session | forms.biron.ca, booking.biron.ca | Cookie | Biron |
| dTValidationCookie | Session | forms.biron.ca, booking.biron.ca | Cookie | Biron |
| rxvisitid | Session | forms.biron.ca, booking.biron.ca | Web storage | Biron |
| rxVisitor | Session | forms.biron.ca, booking.biron.ca | Cookie | Biron |

| | | | | |
|---|---------|-------------------------------------|-------------|------------------|
| rxVisitor | Session | forms.biron.ca, booking.biron.ca | Web storage | Biron |
| rxvt | Session | forms.biron.ca | Cookie | Biron |
| rxvt | Session | forms.biron.ca | Web storage | Biron |
| .Nop.Customer | Session | cpap.biron.com | Cookie | CPAP |
| .Nop.TempData | Session | cpap.biron.com | Cookie | CPAP |
| dT_store#global#v | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#global#v | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#visit#srrcir_https://bookin | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#visit#srrckrc | Session | booking.biron.ca | indexed_db | Booking Biron |
| dT_store#visit#srrcmm_https://bookin | Session | booking.biron.ca | indexed_db | Booking Biron |
| rxvt | Session | forms.biron.ca, booking.biron.ca | Cookie | Booking Biron |
| rxvt | Session | forms.biron.ca, booking.biron.ca | Web storage | Booking Biron |
| dtsrVID | Session | booking.biron.ca | Web storage | Booking Biron |
| dtsrTID | Session | booking.biron.ca | Web storage | Booking Biron |
| dtsrRCDM | Session | booking.biron.ca | Web storage | Booking Biron |
| dtsrNOSR | Session | booking.biron.ca | Web storage | Booking Biron |
| dtsrNOSR | Session | booking.biron.ca | Web storage | Booking Biron |
| ass-nav-128229 | Session | Biron.com, | Web storage | Biron |
| catch | Session | Biogeniq.ca | Web storage | Biogeniq |
| BtTXCOuCt6EBEOXFyt0D,18335902714, BtTXCOuCt6EBEOXFyt0D,18335902714_exp | Session | Liste.biron.ca, Imagix.biron.com | Web storage | Biron |
| qoyiCPXTr6EBEOXFyt0D,18335902713, qoyiCPXTr6EBEOXFyt0D,18335902713_exp, eoNUCI_3r6EBEOXFyt0D,18335902715, eoNUCI_3r6EBEOXFyt0D,18335902715_exp, BtTXCOuCt6EBEOXFyt0D,18335902714, BtTXCOuCt6EBEOXFyt0D,18335902714_exp, Bu3dCO-bwaEBEOXFyt0D,18335902712, Bu3dCO-bwaEBEOXFyt0D,18335902712_exp, ScKZCNKEt6EBEOXFyt0D,18335902716, ScKZCNKEt6EBEOXFyt0D,18335902716_exp | Session | biron.com | Web storage | Biron |
| aKmBCOrGpssBEKrPr5MD,5143415253, aKmBCOrGpssBEKrPr5MD,5143415253_expi, MmgijCJq1nnsQqs-vkwM,18334818783, | Session | Medvue.ca | Web storage | Medvue |

MmgICJq1nnnQqs-vkwM,18334818783_expi
haeACMLOissBEKrPr5MD,18666687376_exp,
haeACMLOissBEKrPr5MD,18666687376

sSm6CMHwj34Qi83zxwM,18559436379, Session biogeniq.ca Web storage Biogeniq
sSm6CMHwj34Qi83zxwM,18559436379_expi

Audience Measurement and Performance

These cookies are used as part of website management and include audience measurements and other analytical data about browsing. Data allowing limited identification may be collected.

| Cookie | Expiration | Domain name | Type | Company |
|-----------------------------------|------------|--|--------|---|
| www.google-analytics.com_/collect | Session | Biron.com, Monbiron.ca, Imagix.biron.com | Pixel | Google Analytics |
| _dc_gtm_UA-# | 0 day | Biron.com, Biron.ca, Imagix.biron.com, cpap.biron.com, biogeniq.ca | Cookie | Google Analytics |
| _ga | 24 months | Biron.com, biron.ca, fsa.biron.ca, medvue.ca, Imagix.biron.com, forms.biron.ca, cpap.biron.com, biogeniq.ca | Cookie | Google Analytics, Google Tag Manager |
| _ga_# | 24 months | Biron.com, biron.ca, medvue.ca, Imagix.biron.com, forms.biron.ca, cpap.biron.com, biogeniq.ca | Cookie | Google Tag Manager |
| _gat | 0 day | Biron.com, biron.ca, medvue.ca, biogeniq.ca | Cookie | Google Analytics |
| _gid | 1 day | Biron.com, biron.ca, fsa.biron.ca, medvue.ca, Imagix.biron.com, cpap.biron.com, biogeniq.ca | Cookie | Google Analytics |
| _gcl_au | 3 months | medvue.ca, forms.biron.ca, cpap.biron.com, biron.com, biogeniq.ca | Cookie | Google Tag Manager |

| | | | | |
|-------------------------------|-----------|--|-------------|----------------|
| _hjAbsoluteSessionInProgress | 0 day | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _hjFirstSeen | 0 day | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _hjIncludedInSessionSample_ | 0 day | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _hjLocalStorageTest | Session | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Web storage | HotJar |
| _hjSession_# | 0 day | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _hjSessionUser_# | 12 months | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _hjTLDTest | Session | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _hjSessionStorageTest | Session | Biron.com, biron.ca, cpap.biron.com, biogeniq.ca | Cookie | HotJar |
| _livechat_has_visited | Session | cpap.biron.com, Biogeniq.ca | Web storage | LiveChat, Inc. |
| _uetsid | 1 day | biron.com | Cookie | Biron |
| _uetssid | Session | biron.com | Web storage | Biron |
| _uetssid_exp | Session | biron.com | Web storage | Biron |
| _uetvid | 13 months | biron.com | Cookie | Biron |
| _uetvid | Session | biron.com | Web storage | Biron |
| _uetvid_exp | Session | biron.com | Web storage | Biron |
| LAST_RESULT_ENTRY_KEY | Session | Biogeniq.ca | Cookie | YouTube |
| _sak | Session | Biogeniq.ca | Cookie | YouTube |
| YSC | Session | Biogeniq.ca | Cookie | YouTube |
| ytidb::LAST_RESULT_ENTRY_KEY | Session | Biogeniq.ca | Cookie | YouTube |
| YtldbMeta#databases#undefined | Session | Biogeniq.ca | Cookie | YouTube |

Marketing

These cookies enable tracking of a user's browsing habits and activity. They are used to target and personalize the content presented to users.

| Cookie | Expiration | Domain name | Type | Company |
|--|------------|--|--------|--------------------|
| test_cookie | 0 day | Biron.com | Cookie | Google Ad Manager |
| rc::a | Session | Biron.com, Imagix.biron.com | Cookie | Google |
| rc::b | Session | Biron.com, Imagix.biron.com | Cookie | Google |
| rc::c | Session | Biron.com, Imagix.biron.com | Cookie | Google |
| rc::d-{UID} | Session | Biron.com, Imagix.biron.com | Cookie | Google |
| rc::f | Session | Biron.com, Imagix.biron.com | Cookie | Google |
| www.google.com_/ads/ga-audiences | Session | Biron.com, Biogeniq.ca, Monbiron.ca, Medvue.ca, Imagix.biron.com | Pixel | Google |
| www.google.com_/pagead/1p-user-list... | Session | Biron.com, Medvue.ca | Pixel | Google |
| adservice.google.com_/ddm/fls/z/dc_p | Session | Biron.com | Cookie | Google APIs |
| __hssc | 0 day | Medvue.ca, biron.com | Cookie | Sizmek by Amazon |
| __hssrc | Session | Medvue.ca, biron.com | Cookie | Sizmek by Amazon |
| __hstc | 6 months | Medvue.ca, biron.com | Cookie | Sizmek by Amazon |
| _fbp | 3 months | Medvue.ca, cpap.biron.com, biron.com | Cookie | Meta |
| track.hubspot.com_/_ptq.gif | Session | Medvue.ca, biron.com | Pixel | HubSpot |
| ad-id | 6 months | cpap.biron.com | Cookie | Amazon Advertising |
| ad-privacy | 60 months | cpap.biron.com | Cookie | Amazon Advertising |
| match.360yield.com_/match | Session | cpap.biron.com | Pixel | Improve Digital |
| s.amazon-adsystem.com_/ecm3 | Session | cpap.biron.com | Pixel | Amazon Advertising |
| rtb-csync.smartadserver.com_/redir/ | Session | cpap.biron.com | Pixel | SMART AdServer |



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|--------------------------|---------|----------------|-------|---------------------|
| us-u.openx.net_/w/1.0/cm | Session | cpap.biron.com | Pixel | OpenX |
| us-u.openx.net_/w/1.0/sd | Session | cpap.biron.com | Pixel | OpenX |
| eb2.3lift.com/_xuid | Session | cpap.biron.com | Pixel | TripleLift, Inc. |

Cookie and Web Beacon Settings

Managing cookies and your preferences depends on the web browser you are using. You can find detailed instructions on how to customize these settings in your browser's help menu. The configuration you choose can impact your online browsing experience and your access to certain services that require the use of cookies.

If you do not wish to receive cookies in general or want to selectively reject certain cookies, you can adjust your browser settings accordingly. However, this latter option may result in some personalized services not being provided, and as a result, you may not be able to fully enjoy all the features offered by the Biron Website.

Contact Us

If you have any questions or comments regarding this Policy, please contact us via email at consent@biron.com