



Cookie Notice

Last updated: May 26, 2022

PURPOSE

This Cookie Notice explains how Freenome Holdings, Inc. ("Freenome," "we", "us", and "ours") use cookies and similar technologies to recognize you when you visit our web sites ("Websites"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

WHAT ARE COOKIES?

Cookies are small data files that are placed on your device (e.g. computer, tablet or smartphone) when you visit a website. Cookies are widely used to make websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owners (in this case, Freenome) are called "first party cookies." Cookies set by parties other than the website owners are called "third party cookies." Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like interactive content or analytics). The parties that set these third party cookies can recognize your computer or device both when it visits the Websites and also when it visits certain other websites.

WHY DOES FREENOME USE COOKIES?

We use first-party and third-party cookies for various reasons. Some cookies are required for technical reasons in order for our Websites to operate and to keep your data and our services secure, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience and to recognize your device, account log-in preferences, and authentication information on our Websites. Third parties serve cookies through our Websites for analytics and other purposes. This is described in more detail below.

WHAT COOKIES AND SIMILAR TECHNOLOGIES DOES FREENOME USE?

The specific types of first and third party cookies and similar technologies served through our Websites and the purposes they perform are described in the table below

(please note that the specific cookies and technologies served may vary depending on the specific Website you visit):

Strictly Necessary Cookies

These cookies are essential for you to browse our Websites and use Website features. For example, strictly necessary cookies are used to identify you as an authorized user, for routing purposes, and to understand whether you have accepted or declined analytics and customization cookies. The strictly necessary cookies we use include:

Cookie Name	Provider	Party	Duration	Purpose
crumb	Freenome	First Party	Session	This cookie is used to ensure a visitor's browsing security.
BlGipServ erab48we b-nginx-a pp_https	Freenome	First Party	Session	This cookie manages sessions on load balanced servers to ensure user requests are routed consistently to the correct server.
__cf_bm	Freenome	First Party	30 minutes	This cookie is necessary to protect Website traffic from malicious bots.

Performance Cookies

Performance Cookies enable the collection of information to support analytics regarding the usage of our services. Where required by law, we will obtain your consent before placing preference Cookies on your device. The table below provides a list of the Performance Cookies deployed on our Website:

Cookie Name	Provider	Party	Duration	Purpose
_gclxxx	Freenome	First Party	89 days	This cookie is used to track Google conversions.
_ga	Freenome	First Party	729 days	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the site's analytics reports.
_gid	Freenome	First Party	24 hours	This cookie is used by Google Analytics to distinguish users.
_mkto_trk	Freenome	First Party	729 days	This cookie allows a website to link visitor behavior to the recipient of an email marketing campaign, to measure campaign effectiveness.

_gat_UA-	Freenome	First Party	A few seconds	This cookie is used by Google Analytics to limit the amount of data recorded by Google on high traffic volume websites.
ss-cvt	Freenome	First Party	30 minutes	This cookie identifies unique visitors and tracks a visitor's sessions on our Website.

Targeting Cookies

Targeting Cookies support our marketing and advertising initiatives by enabling us to display advertisements that are targeted to your interests. We also use these types of cookies to measure the effectiveness of our advertising. The table below provides more information about targeting cookies deployed on our Website. Where required by law, we will obtain your consent before placing preference Cookies on your device.

Cookie Name	Provider	Party	Duration	Purpose
_fbp	Freenome	First Party	89 days	This cookie is used by Facebook to deliver advertisements from third party advertisers.
ss_cvr	Freenome	First Party	729 days	This cookie identifies unique visitors and tracks their sessions on our Website.
_gat_gtag_	Freenome	First Party	1 minute	This cookie sends data about visits to our Website to Google Analytics.
YSC	youtube.com	Third Party	Session	This cookie is used to collect user data through videos embedded in our Website, which is aggregated with profile data from other Google services.
bscookie	linkedin.com	Third Party	730 days	This cookie is used for remembering that a logged-in user is verified by two factor authentication.
	facebook.com	Third Party	Session	This cookie is used to collect data on the interests of users via widgets such as a 'Like' button.
bcookie	linkedin.com	Third Party	730 days	This cookie is used to uniquely identify devices accessing LinkedIn to detect abuse on the platform.
CONSENT	youtube.com	Third Party	729 days	This cookie is used to display targeted advertising to web visitors across youtube.com and other websites.
lidc	linkedin.com	Third Party	24 hours	This is used to facilitate the selection of a LinkedIn data center.
UserMatchHistory	linkedin.com	Third Party	29 days	This cookie is used to sync LinkedIn Ads IDs.
AnalyticsSyncHistory	linkedin.com	Third Party	29 days	This cookie is used to store information about the time a sync with the lms_analytics cookie took place.
lang	linkedin.com	Third Party	Session	This cookie is used to remember a user's language settings.
VISITOR_INFO_LIVE	youtube.com	Third Party	179 days	This cookie is used as a unique identifier to track viewing of videos.
li_gc	linkedin.com	Third Party	724 days	This cookie is used to store consent of guests regarding the use of cookies for non-essential purposes.

lang	ads.linkedin.com	Third Party	Session	This cookie enables website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.
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DOES FREENOME USE OTHER TECHNOLOGIES LIKE “WEB BEACONS” OR “CLEAR GIFS”?

We may also employ software technology known as "web beacons" or "clear GIFs," which helps us keep track of what content on our website is effective. Web beacons are small graphics with a unique identifier that are used to track the online movements of Internet users. Web beacons are different from cookies. Web beacons are embedded in the web pages you review, so they are not stored on your hard drive. The web beacons we use do not track or collect any personally identifiable information about you and they are in no way linked to your personally identifiable information.

Please note that we cannot control the use of cookies by linked third party websites. If you have any questions about how third party websites use cookies, you should contact the third party directly.

HOW DO I CONTROL MY COOKIES?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided on our Website.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information. For additional information, you can refer to: www.aboutcookies.org/how-to-delete-cookies.

HOW OFTEN WILL YOU UPDATE THIS COOKIE NOTICE?

We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Notice indicates when it was last updated.

WHERE CAN I GET FURTHER INFORMATION?

If you have any questions about our use of cookies or other technologies, please email us at privacy@freenome.com.