



What is a cookie?

A “cookie” is a small file usually made up of letters and numbers, sent by the web server and saved on your device (PC, tablet or smartphone) via the web browser that you are using (Mozilla Firefox, Internet Explorer, Google Chrome, etc.).

Some “cookies” are sent directly by the website you visit. Others, known as “third party cookies” are sent by this website’s partners (social networks, advertising companies, etc.).

Cookies settings

You can decide for yourself whether we or third parties are allowed to save cookies on your device or not. If you select your preferences on our website domain, then this preference applies to this address.

B Medical Systems Consent

For cookies based on your consent, B Medical Systems offers you the choice to give your consent in the form of a pop-up window when you first visit our platform. In this pop-up window you may select the category of cookies that you want to accept. You can come back on your choices at any time by clicking on [Privacy & Cookies Policy](#).

Which are the cookies used and for what purposes are they in place?

Cookies are classified into different categories whose list is updated each time it is necessary.

Necessary and functional cookies

These cookies are necessary to the functioning of our website or for security reasons. These enable the main functions of the website to be used.

Cookies	Source	Purpose	Storage
test_cookie	.bmedicalsistemas.com	WordPress technical cookie to check if cookies are allowed.	1 day
wordpress_gdpr_cookies_declined	.bmedicalsistemas.com	WordPress GDPR cookie to see if cookies are declined.	6 months
wordpress_gdpr_allowed_services	.bmedicalsistemas.com	WordPress GDPR cookie to see what services are activated.	6 months

wordpress_gdpr_cookies_allowed	.bmedicalsistemas.com	WordPress GDPR cookie to see if cookies are allowed.	6 months
NID	.google.com	The NID cookie contains a unique ID that Google use to store your preferred settings and other information, such as your preferred language, how many search results to display per page (e.g. 10 or 20) and whether to enable the Google SafeSearch filter.	6 months
APISID	.google.com	Relative to Google Recaptcha - These Google security cookies help to authenticate the user, prevent fraudulent use of login information and protect user data from access by unauthorised persons.	6 months
CONSENT	.google.com		6 months
DV	.google.com		6 months
HSID	.google.com		6 months
SAPISID	.google.com		6 months
SID	.google.com		6 months
SSID	.google.com		6 months
__Secure-3PAPISID	.google.com		6 months
__Secure-3PSID	.google.com		6 months
__Secure-3PSIDCC	.google.com	6 months	

The processing of the data collected through these cookies is based on our legitimate interest.

You can always choose not to accept these cookies on your device and delete them using the configuration settings of your web browser. However, this risks your user experience being seriously degraded and some functions of the website may even no longer be accessible.

Analytics cookies

We use these cookies to monitor website traffic and optimize your user experience, evaluate which marketing channels are performing better and analyse aggregated data about usage of the website to understand our customers.

Cookies	Source	Purpose	Storage
_gid	.bmedicalsyste.ms.com	Contains a randomly generated user ID. This ID enables Google Analytics to recognise returning users on this website and to merge data from previous visits.	6 months
_ga	.bmedicalsyste.ms.com	Certain data is only sent to Google Analytics a maximum of once per minute. The cookie has a lifetime of one minute. As long as it is set, certain data transmissions are prevented.	6 months
SEARCH_SAMESITE	.google.com	This Google cookie is used to prevent the browser from sending this cookie along with cross-site requests	6 months

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Advertising cookies

These cookies help us to identify your preferences, your areas of interest and any products you have viewed on our website, in order to personalize the adverts that you are shown: these will be dynamically displayed in designated advertising space on the website, either by us or by our partners.

Cookies	Source	Purpose	Storage
IDE	.doubleclick.net	DoubleClick - Google uses cookies for ads that are displayed in various places on the web. The most important cookie for ad preferences for non-Google websites is called ""IDE"". It is stored in browsers	6 months

		under the domain doubleclick.net.	
mailchimp_landing_site	.bmedicalsystems.com	Send newsletter confirmations to mailchimp	6 months
1P_JAR	.google.com	This Google cookie is used to optimise advertising, to provide relevant ads for users, to improve campaign performance reports or to avoid a user seeing the same ads more than once.	6 months
ANID	.google.com	This Google Cookies is used for personal advertising served across the web and stored in google.com.	6 months
SIDCC	.google.com	Google Maps - These Google cookies store information about user settings and information for Google Maps.	6 months

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When your data is disclosed to parties outside our organization, we advise you to consult the privacy, and cookie statements of these parties, if you would like more information.

For more information regarding the use and protection of your personal data, please read our [Privacy Policy](#).