

Cookies Policy

Welcome to www.ellaOne.co.uk which is owned by Laboratoire HRA Pharma (hereafter "HRA Pharma"), ID number 420 792 582 RCS Nanterre, located 200 avenue de Paris, F-92 320 Châtillon, France. This Cookies Policy is designed to tell you about our practices regarding the collection of information regarding you through Cookies and other tracking technologies when visiting our website.

On your first visit to this website, you will have seen a pop up to inform you on purposes for which cookies are being used and on means to opt out. You may withdraw your cookie consent at any time by following the instructions described in this Cookies Policy.

After your initial visit to the website we may change the cookies we use. This cookies policy will always allow you to know who is placing cookies, for what purpose and give you the means to disable them so you should check it from time to time.

1. What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating web domain on your subsequent visits to that domain. Most web pages contain elements from multiple web domains so when you visit the Website, your browser may receive cookies from several sources.

Cookies are useful because they allow a website to recognise a user's device. Cookies allow you to navigate between pages efficiently, remember preferences and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites.

Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example to remember your user preferences when you return to the site).

2. What types of cookies does HRA Pharma use and how to manage them?

In this category, you will find a description of the categories of cookies HRA Pharma, its affiliates and its contractors use.

2.1 Performance Cookies

HRA Pharma uses analytic cookies to analyse how the visitors use the website and to monitor the website performance. This allows HRA Pharma to provide a high quality experience by customising its offering and quickly identifying and fixing any issues that could arise. For example, HRA Pharma might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why

some pages are receiving error messages. It might also use these cookies to highlight articles or site services that could be of interest to you based on your usage of the website. The information collected by the cookies is not associated with the identification data of website users. The website currently uses the following analytic cookies:

| Source | Purpose | Further information/Opt-out means |
|---------------------------------------|--|---|
| Google Analytics / Google Tag Manager | <p>These cookies are used to collect information about how visitors use our site.</p> <p>We use the information to compile reports and to help us improve our site.</p> <p>The cookies collect de-identified information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.</p> | <p>For more information: http://www.google.com/analytics/terms/de.html https://www.google.de/intl/de/policies/</p> <p>You may opt out of tracking by clicking here: Google Analytics Opt-out</p> |

2.2 Functionality Cookies

HRA Pharma uses cookies to provide you with certain functionalities. For example, to remember choices you made (such as your user name, language or the region you are in), or to recognise the platform from which you accessed the website, and to provide enhanced and more personal features. These cookies are not used to track your browsing on other websites.

This website uses the following functional cookies:

| Source | Purpose | Further information/Opt-out means |
|--|---|---|
| Country suggestion for redirection with the service of MaxMind | In order to direct a user to his country the user's country is determined and displayed as suggestion | More Information: https://www.maxmind.com/de/privacy_policy Persistent Cookie |
| All multi-language websites have a language selection | To detect the initial language the browser language is checked A language cookies is stored. | Persistent Cookie |
| Storage of agreement for the cookie header | To store the user's choice to accept the cookie directives | Persistent Cookie |

2.3 Advertising Cookies

Advertising cookies (or targeting cookies) collect information about the browsing habits associated with your device and are used to make advertising more relevant to you and your interests. They are also used by services provided by third parties on this Website, such as 'Like' or 'Share' buttons in addition to providing the requested functionality. Third parties provide these services in return for recognising that you (or more accurately your device has) have visited a certain website. These third parties put down advertising cookies both when you visit the website and when you use their services and navigate away from this website.

This website uses the following advertising cookies:

| Source | Purpose | Further information/Opt-out means |
|----------------------|--|-----------------------------------|
| Google (DoubleClick) | Targeted Advertising Services | Persistent Cookie |
| YouTube | Targeted Advertising Services including the tracking of page views and video views | Persistent Cookie |
| Facebook | Targeted Advertising Services | Persistent Cookie |

3. Use of IP addresses and web logs

What is an IP address? It is a numeric code that identifies your computer on the internet. Your IP address might also be used to gather broad demographic information.

HRA Pharma may also use your IP address and browser type to help diagnose problems with our server, to administer its website and to improve the quality of the services offered to you. HRA Pharma may perform IP lookups to determine which domain you are coming from (e.g. google.com) to more accurately gauge our users' demographics.

Information from these types of cookies and technologies or about website usage is not combined with information about you from any other source.

4. Scope of this Cookie Policy

Please note that this cookies policy does not apply to, and we are not responsible for, the privacy practices of third party websites which may be linked to this website.

5. How to contact us?

If you have any questions, comments or concerns about this Cookies Policy or the information practices of this site, please contact us at: dataprivacy@hra-pharma.com, or at Laboratoire HRA Pharma, Data Protection Officer, 200 avenue de Paris, 92320 Châtillon, France.

6. Changes to the Cookies Policy

We may update this cookies policy and we would encourage you to review the policy from time to time to stay informed of how we are using cookies.

Updated on April 2019