

Cookies Notice

We use cookies and similar files or technologies on our Website at <https://www.octi.health/> ("**Website**") and web App <https://app.octi.health> ("**App**", and collectively with Website, "**Services**") to automatically collect and store information about your computer, device, and Services usage, in order to improve performance and enhance your user experience. In this notice, we use the general term "**cookies**" to refer to these and all similar technologies that collect information automatically when you use our Services where this notice is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this Cookies Notice or by changing your browser settings so that cookies from these Services cannot be placed on your computer or mobile device. Important: disabling cookies on our Services may impair certain features.

In this Cookies Notice ("**Cookies Notice**"), we use the term Octi Health (and "**we**", "**us**", and "**our**") to refer to Octi Health, Inc. Our Privacy Policy is available at <https://www.octi.health/privacy>.

What is a cookie?

Cookies are computer files containing small amounts of information that are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used to make websites work, or to work more efficiently, as well as to provide information to the owners of the website.

Cookies perform many different functions, such as letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Services before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for functionality, performance/analytics, and other technologies, as well as for social media purposes. These third-party cookies are outside of our control. The third parties may, at any time, change their terms of service, purpose, and use of cookies, etc. See below for additional information on how to manage such cookies.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'persistent cookies', meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

Web beacons. Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, such as web beacons (sometimes called "tracking pixels" or "clear gifs"). These are small graphics files that contain a unique identifier that enables us to recognize when someone has visited our **Services**. A tracking pixel is a hyperlink to a resource, usually an image file, embedded into a piece of content like a website or an email. This pixel usually serves no purpose related to the content itself; its sole purpose is to establish a communication by Octi to the host of the pixel. This allows us, for example, to monitor the traffic patterns of users from one page within our website to another; to monitor the behaviors of users, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third-party website, to improve website performance, and to measure the success of email marketing campaigns.

How do we use cookies?

We use cookies to:

- Track traffic flow and patterns of travel in connection with our Services;
- Understand the total number of visitors using our Services on an ongoing basis and the types of internet browsers (e.g., Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g., Windows or Mac) used by our visitors;
- Monitor the performance of our Services and continually improve it; and
- Customize and enhance your online experience.

What types of cookies do we use?

The types of cookies used by us in connection with the Services can be considered 'essential cookies', 'functionality cookies', 'analytics and performance cookies', and 'other technologies'. We've set out some further information below, as well as the purposes of the cookies we set, in the following table.

1. Cookies necessary for essential purposes

These cookies are essential to provide you with services available through our Services and to use some of its features, such as access to secure areas. Without these cookies, we will not be able to provide services that you require, such as transactional pages and secure login accounts.

Cookie name	Source	Expiry	Purpose
sb--auth-token	First party	Session/Persistent	Authenticate and session management for logged in users

2. Functionality Cookies

These cookies record information about choices you've made and allow us to tailor the Services to you. These cookies allow us to provide you with our services in the way you have requested, as you continue to use or return to our Services. For example, these cookies allow us to:

- Save your location preference if you have set your location on the homepage in order to receive localized information;
- Remember settings you have applied, such as layout, text size, preferences, and colors;
- Show you when you are logged in; and
- Store accessibility options.

Cookie name	Source	Expiry	Purpose
Theme	First party	persistent	Remembers users theme preferences

3. Performance / Analytics Cookies

We use performance/analytics cookies to analyze how the Services are accessed, used, or performed. We do this in order to provide you with a better user experience and to maintain, operate, and continually improve the Services. For example, these cookies allow us to:

- Better understand our Services visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;
- Collect information about Website and App visitors, such as where they are located and what browsers they are using;
- Determine the number of unique users of the Services;
- Improve the Services by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

Cookie name	Source	Expiry	Purpose
ph_*	PostHog	Persistent	Analytics and session recording to understand how users interact with our services and improve performance. Includes automatic event capture, pageview tracking, and session recordings (with masked input fields)

How to control or delete cookies

You may have the right to decide whether to accept or reject cookies. When you access our Website, you are presented with a cookie consent mechanism that allows you to accept or reject cookies that are not essential. You may also control cookies by setting your browser to turn off cookies as described further below. If you turn off cookies, web beacons and other technologies will still detect your visits to our Services; however, they will not be associated with information otherwise stored in cookies.

As another way of controlling cookies, most browsers allow you to change your cookie settings. These settings will typically be found in the “options” or “preferences” menu of your browser. In order to understand these settings and learn how to use them, please consult the “Help” function of your browser, or the documentation published online for your particular browser type and version. However, please note

that if you choose to refuse cookies, you may not be able to use the full functionality of our Services. The following pages have information on how to change your cookie settings for different browsers:

- [Cookie settings in Chrome](#) and [Chrome mobile](#)
- [Cookie settings in Firefox](#) and [Firefox mobile](#)
- [Cookie settings in Internet Explorer](#) and [Microsoft Edge](#)
- [Cookie settings in Safari](#) and [Safari mobile](#)
- [Cookie settings in iOS](#)
- [Cookie settings in Opera](#)
- [Cookie settings in Apple Safari](#)

If you use another browser, you can check if the procedure for your browser is mentioned on this explanatory website or [here](#).

To opt out of being tracked by Google Analytics across our app, visit [here](#).

Third Party Websites' Cookies

When using our Services, you may be directed to other websites for activities such as surveys, making payments in currencies other than U.S. dollars, or for job applications. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our Services.

- **Stripe** (<https://stripe.com>): When you add or manage payment methods, Stripe may set cookies for fraud prevention and secure payment processing. See Stripe's privacy policy: <https://stripe.com/privacy>
- **Calendly** (<https://calendly.com>): When you schedule appointments through our embedded scheduling widget, Calendly may set cookies. See Calendly's privacy policy: <https://calendly.com/privacy>

If you use the buttons that allow you to share products and content with your friends via social networks like Facebook, X, LinkedIn, or Google, these companies may set a cookie on your device. Find out more about these here:

<https://www.facebook.com/about/privacy>

<https://x.com/en/privacy>

<https://www.linkedin.com/legal/privacy-policy>

<http://www.google.com/intl/en-GB/policies/privacy>

Need More Information? If you would like to find out more about cookies and their use on the Internet, you may find the following link useful: [All About Cookies](#).

Contact us. If you have any questions or comments about this Cookies Notice, or privacy matters generally, please contact us via email at privacy@octi.health.