
MASIMO CORPORATION COOKIE NOTICE UNITED STATES

Last revised: September 3, 2019

Our websites use cookies and similar software technologies to collect and store information when you visit our websites. For additional information on our data processing activities, please visit our website at [here](#).

What are Cookies and what information do they collect?

Cookies are small text files that may be placed on your device. When a website is accessed, a cookie that is placed on a device will send information to the party that placed the cookie. Cookies are common and used on a number of websites. From these cookies, we can, for example, determine whether you have already visited the site or which settings you prefer. Cookies may also contain personal data, i.e. information relating to an identified or identifiable natural person.

Types of Cookies:

Session and Persistent Cookies

Our websites may place session and persistent cookies on your device. The difference between a session and a persistent cookie relates to the length of time the cookie lasts. Session cookies are cookies that typically last for as long as you are using your browser. When you end your browser session, the cookie expires. Persistent cookies, as the name implies, are persistent and will last after you close your browser. This allows, for example, for quicker and often more convenient access to our website.

Purpose of Cookies and Legal Basis for Cookies?

There are different types of cookies:

- **Strictly necessary cookies:** Strictly necessary cookies are required to browse the website and use the functionalities of the website. If you disable necessary cookies, the functionality of the website will be affected. Your consent is not required for the use of strictly necessary cookies. The legal basis for the collection of information through the use of strictly necessary cookies is contract performance (Art. 6 (1) lit. b GDPR) (if we concluded a contract on the use of the website with you) or legitimate interests of us or third parties (Art. 6 (1) lit. f GDPR), such as the provision of a functioning website. More information on the balancing test is available upon request. These cookies cannot be deactivated on our website. These can be deactivated within your browser at your option.
- **Performance cookies:** Performance cookies collect information about how visitors use the website, for instance which pages are visited most often, and if visitors get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the website works. The legal basis for the collection of information through performance cookies is your consent (Art. 6 (1) lit. a GDPR).
- **Functionality cookies:** Functionality cookies enable us to store the selections and settings made by you (e.g., language, region, text size, font). If you disable functionality cookies the functionality of the website may be affected. The legal basis for the collection of information through functionality cookies is your consent (Art. 6 (1) lit. a GDPR).

- **Targeting/advertisement cookies:** Targeting/advertisement cookies allow us to collect information on the use of and the scope of use of the website by individual users. This includes whether a user has visited the website previously, the website the user comes from, the overall site usage and areas that users prefer and thus allows us to improve the performance of the website and the user’s experience in using that website. It also allows us to analyze the efficiency of our marketing activities and to provide targeted advertisement tailored for your interests. If you disable such cookies you will not receive a customized experience. The legal basis for the collection of such information by targeting/advertisement cookies is your consent (Art. 6 (1) lit. a GDPR).

First Party and Third Party Cookies

Our websites may place first party cookies and allow third parties to place cookies on your device. The difference between a first party cookie and a third party cookie relates to the control of the party who serves the cookie. First party cookies are cookies that are specific to the website that created them. Their use enables us to operate an efficient service and to track the patterns of behavior of visitors to the website. Third party cookies, on the other hand, are placed on your device by a third party (i.e., not by us). While we may allow third parties to access the website to place these cookies on users’ devices, we do not retain control over the information supplied by the cookies, nor do we retain access to that data. This information is controlled wholly by that third party and subject to their privacy notice. The legal basis for the collection of information through third party cookies depends on the type of cookie, please see above.

Cookies used on one or more of our websites

The following table lists the cookies that we use on our websites:

Name	Explanation	Cookie Type	Expiration	First or Third Party
__mmapiwsid	Cookie comes from www.maxmind.com as an online fraud detection service that identifies devices as they move across networks and enhances the ability of the minFraud services to detect fraud.	Functional	<u>PERSISTENT</u> 2 years	Third-party
__stripe_mid	Stripe is used to make credit card payments. Stripe uses a cookie to remember who you are and to enable Masimo to process payments without storing any credit card information on its own servers.	Functional, Strictly Necessary	<u>PERSISTENT</u> 1 year	Third-party/HTTP Cookie
__stripe_sid	Stripe is used to make credit card payments. Stripe uses a cookie to remember who you are and to enable Masimo to process payments without storing any credit card information on its own servers.	Functional, Strictly Necessary	<u>PERSISTENT</u> This cookie is set to expire 30 minutes after the visitor leaves the website.	Third-party/HTTP Cookie

__tld__	Tracking and analyzing user interaction with a Typeform form	Marketing	<u>SESSION</u> When the user's browser is closed.	First-party/HTTP Cookie
__utma	This is the main way Google Analytics tracks unique visitors. Stored in this cookie is a unique visitor ID, the date and time of their first visit, the time their current visit started and the total number of visits they have made.	Performance	<u>PERSISTENT</u> 2 years	First-party/HTTP Cookie
__utmb	This randomly generated number works with __utmc to calculate the average length of time users spend on our site.	Performance	<u>PERSISTENT</u> Expires after 30 minutes	First-party/HTTP Cookie
__utmc	This randomly generated number is used (with __utmb) to calculate when you close your browser.	Performance	<u>SESSION</u> When the user's browser is closed.	First-party/HTTP Cookie
__utmt	Used to throttle request rate.	Performance	<u>PERSISTENT</u> Expires after 10 minutes	First-party/HTTP Cookie
__utmz	This is a randomly generated number and information about how the site was reached (e.g. direct or via a link, organic search or paid search).	Performance	<u>PERSISTENT</u> 8 months from set/update	First-party/HTTP Cookie
_first_pageview	This is a session cookie that is set on the first page view of any visit. Its purpose is to ensure that certain parts of the code only fire on the first page view, making it faster and more efficient.	Marketing	<u>PERSISTENT</u> Expires after 10 minutes	First-party/HTTP Cookie
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the data.	Performance	<u>PERSISTENT</u> 2 years	First-party/HTTP Cookie
_gat	Used by Google Analytics to throttle requests	Performance	<u>PERSISTENT</u> Expires after 10 minutes	First-party/HTTP Cookie
_gat_gtag_UA_5885061_1 (_gat_gtag_[ID of website])	Google Analytics – Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.	Performance	<u>PERSISTENT</u> 2 years	First-party/HTTP Cookie
_gid	Used to distinguish users and has an expiration of 24-hours.	Performance	<u>PERSISTENT</u> 24 hours	First-party/HTTP Cookie

_ir	api.pinterest.com - option to share item on pinterest with a duration of 30 min.	Marketing	<u>PERSISTENT</u> 30 min	First-party/HTTP Cookie
_jsuid	Identifies new and unique visits to a site.	Performance	<u>PERSISTENT</u> 10 years	Third-party
4341%5F0	Used by the Nadaq Web Service API when displaying real time stock information.	Functional	<u>SESSION</u> When the user's browser is closed.	Third-party
ajs%3Acookies	Collects data on visitors. This information is used to assign visitors into segments, making website advertisement more efficient.	Performance	<u>PERSISTENT</u> 1 year	Third-party
ajs%3Atest	Collects data on visitors. This information is used to assign visitors into segments, making website advertisement more efficient.	Performance	<u>PERSISTENT</u> 1 year	Third-party
ajs_anonymous_id	This helps us count how many people visit Masimo by tracking if you've visited before	Performance	<u>PERSISTENT</u> 1 year	Third-party
ajs_group_id	.nationalgeographic.com - we have an iframe of a National Geographic video on this page. These cookies track visitor usage and events within the website.	Performance	<u>PERSISTENT</u> 1 year	Third-party
ajs_user_id	This allows segment.io to collect data about your usage of Masimo	Performance	<u>PERSISTENT</u> 1 year	Third-party
ak_bmsc	Used by Masimo to optimize site performance and security	Performance	<u>PERSISTENT</u> 2 hours	Third-party
ASP.NET_SessionId	That is a cookie that ASP.NET uses to store a unique identifier for your session. The session cookie is not persisted on your hard disk.	Strictly Necessary	<u>SESSION</u> When the user's browser is closed.	First-party/HTTP
ASPSESSIONIDCCTTBDQA	customerfeedback.masimo.com form is on this page. Users fill out this information, we collect it and contact them with solutions	Strictly Necessary - performance	<u>SESSION</u> When the user's browser is closed.	First-party/HTTP
audience	mashable.com video is embedded on this page and that site uses this cookie from .spotxchange.com	Marketing/ Targeting	<u>PERSISTENT</u> 1 year	Third-party

CAN_I_AU TOPLAY	Embedded video from http://mashable.com/videos and link to external website https://mashable.com/catego ry/ces/	Performance	<u>SESSION</u> When the user's browser is closed.	Third-party
ckg.ts	Embedded video from http://mashable.com/videos and link to external website https://mashable.com/catego ry/ces/	Performance	<u>PERSISTENT</u> 8 months from set/update	Third-party
ckg.uid	Embedded video from http://mashable.com/videos and link to external website https://mashable.com/catego ry/ces/	Performance	<u>PERSISTENT</u> 8 months from set/update	Third-party
cluid	JsuId is a random number that is generated by the Code the first time someone visits a web site with the Code installed. Its sole purpose is to better identify new and unique visitors to a web site. The value of this cookie is sent to the Service for every event logged. The value of this cookie will also be set as a third party cookie with the name of "cluid" if such a cookie does not exist. The purpose of this is for web sites with multiple domains and who want to track visitor sessions across multiple domains, which is not possible with first party cookies.	Performance	<u>PERSISTENT</u> 20 years	Third-party
CMID	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	Marketing	<u>PERSISTENT</u> 1 year	Third- party/HTTP Cookie
CMPS	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	Marketing	<u>PERSISTENT</u> 3 months	Third- party/HTTP Cookie
cookie_3rdpar ty	Used by Masimo Cookie Consent platform.	Functional	<u>PERSISTENT</u> 1 day	First- party/HTTP Cookie

	Visitors from some countries will be required to consent to our use of cookies. Your cookie level preference (“Required Only” or “Functional and Required”) are stored in cookies set by the cookie consent manager.			
cookies.js	Small client-side javascript library that makes managing cookies easy.	Functional	<u>SESSION</u> When the user's browser is closed.	First-party
DigiTrust.v1.i dentity	Used to encode the anonymous DigiTrust identifier and associated data. The attributes of this object are described below.	Advertising	<u>PERSISTENT</u> Up to 5 Years	Third-party
DrupalVisitor Mobile	masimocorp.gcs-web.com website is iframed into our masimo.com website	Functional	<u>SESSION</u> When the user's browser is closed.	First-party
ecm	This cookie is used by Ektron, the content management system which powers our website. It controls the user session to the content management system, manage logged in user identity and site wide configuration such as language and culture codes.	Functional/ Strictly Necessary	<u>SESSION</u> When the user's browser is closed.	First-party
EkAnalytics	This cookie is associated with the Ektron web content management system, and is used to collect anonymous visitor information to enable performance measurement and improvement.	Performance	<u>PERSISTENT</u> 1 year	First-party/HTTP
EktGUID	This cookie is associated with the Ektron web content management system, and is used to collect anonymous visitor information to enable performance measurement and improvement. It assigns a unique identifier to a user, and usually persists for about one year.	Performance	<u>PERSISTENT</u> 1 year	First-party
FOXANONA CCT	This cookie is used by National Geographic because a National Geographic video is embedded on this webpage. Access token for possible login to work with Adobe Audience Manager	Performance	<u>PERSISTENT</u> 1 year	Third-party

	https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_am.html			
foxAnonFavorites-0	This cookie is used by National Geographic because a National Geographic video is embedded on this webpage. Access token for possible login to work with Adobe Audience Manager	Performance	<u>SESSION</u> When the user's browser is closed.	Third-party
fox-favorites-0	This cookie is used by National Geographic because a National Geographic video is embedded on this webpage. Access token for possible login to work with Adobe Audience Manager	Performance	<u>SESSION</u> When the user's browser is closed.	Third-party
gdpr_location	.mashable.com -Website is linked on this page and video is embedded on this page. Mashable uses this cookie for targeting/advertising.	Marketing	<u>PERSISTENT</u> 1 year	Third-party
GED_PLAYLIST_ACTIVITY	These cookies are set via embedded youtube-videos. They register anonymous statistical data on for example how many times the video is displayed and what settings are used for playback. No sensitive data is collected unless you log in to your google account, in that case your choices are linked with your account, for example if you click "like" on a video.	Advertising	<u>SESSION</u> When the user's browser is closed.	Third-party
geoCC	.mashable.com -Website is linked on this page	Marketing	<u>SESSION</u> When the user's browser is closed.	Third-party/HTTP
GoogleAdvertisingTest	Used to register what ads have been displayed to the user.	Targeting/Advertising	<u>SESSION</u> When the user's browser is closed.	First-party
GPS	.youtube.com video is embedded on this page	Marketing	<u>PERSISTENT</u> 1 day	Third-party/HTTP

GZIP	api.nasdaqomx.wallst.com	Performance	<u>PERSISTENT</u> 5 years	Third-party cookie
IDE	These cookies set by a third party (DoubleClick) and are used for serving targeted advertisements that are relevant to you across the web. Targeted advertisements may be displayed to you based on your previous visits to this website. For example, advertisements about a topic you have expressed an interest in while browsing our site may be displayed to you across the web. In addition, these cookies measure the conversion rate of ads presented to the user.	Performance	<u>PERSISTENT</u> 1 year	Third-party
JSESSIONID	a cookie in J2EE web application which is used in session tracking. Since HTTP is a stateless protocol, we need to use any session	Strictly Necessary	<u>SESSION</u> When the user's browser is closed.	First- party/HTTP
lpv301721	pi.pardot.com uses this cookie. We have pardot tracking on all of these websites	Marketing	<u>PERSISTENT</u> 10 years	Third-party
m	m.stripe.com Determines the device used to access the website. This allows the website to be formatted accordingly.	Necessary	<u>PERSISTENT</u> 10 years	HTTP cookie
mailchimp_landing_site	This cookie is used to measure which page was visited first at Masimo.com	Targeting/ Marketing	<u>PERSISTENT</u> 28 days	First-party
network-display-order	Display Network is designed to help you find the right audience. Its targeting options let you strategically show your message to potential customers at the right place and the right time.	Targeting	<u>SESSION</u> When the user's browser is closed.	First- party/HTTP Cookie
nf_device	services.nofraud.com - Use no fraud to reduce the amount of fraud purchases on our ecommerce website. "How We Collect. We may collect personal information from you when you use or access our Services, including but not limited to, when you sign up for the Services, when you send us	Performance	<u>PERSISTENT</u> 1 year	Third-party cookie

	credit card and personal information of your customers, or when you otherwise correspond with us or other users in connection with your use of the Services."			
nf3844_custo mer_code	services.nofraud.com - Use no fraud to reduce the amount of fraud purchases on our ecommerce website. "How We Collect. We may collect personal information from you when you use or access our Services, including but not limited to, when you sign up for the Services, when you send us credit card and personal information of your customers, or when you otherwise correspond with us or other users in connection with your use of the Services."	Performance	<u>PERSISTENT</u> 6 hours	Third-party cookie
NID	Most Google users will have a preferences cookie called 'NID' in their browsers. A browser sends this cookie with requests to Google's sites. The NID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.	Marketing (target ads)	<u>PERSISTENT</u> 8 months from set/update	Third- party/HTTP
no_tracky_66 381557	These cookies are similar to Google Analytics - anonymous information about how visitors use our site. and are used to help us improve the site. This service helps identify the number of visitors on the site now - which enables us to know when the server can be restarted or a site update made. Third party cookie - GetClicky Site	Marketing	<u>PERSISTENT</u> 6 hours	Third- party/HTTP Cookie

nsr	<p>Strictly necessary for our site. Stripe is a payment processing service that processes all payments for orders or booking of services via our website. This cookie aids in fraud detection. For example, the cookies provide data that helps Stripe fraud systems recognize the patterns of fraudulent actors and stop them prior to making the purchase to help protect our business. The expiry dates for these cookies vary from one day to 10 years.</p>	Strictly Necessary	<p><u>SESSION</u> When the user's browser is closed.</p>	First-party/HTTP Cookie
ooyala_cookie_test	<p>This cookie is set by the Ooyala video player embedded in a webpage. It tests whether or not cookies are enabled in the browser, to see if the video will be able to play.</p>	Strictly Necessary	<p><u>SESSION</u> When the user's browser is closed.</p>	First-party/HTTP Cookie
optimizelyDo mainTestCookie	<p>This cookie is used by National Geographic because a National Geographic video is embedded on this webpage. Opti</p> <p>Optimizely cookies allow us to test different versions of website pages to different users at the same time and to track how users navigate around our website. We use this information to test new features and make the website easier to use. Optimizely</p> <p>is a testing and experimentation platform that helps us uncover customer insights and create optimal web experiences.</p>	Marketing	<p><u>PERSISTENT</u> 8 months from set/update</p>	Third-party/HTTP Cookie
optimizelyEnd UserId	<p>This cookie is used by National Geographic because a National Geographic video is embedded on this webpage. (Optimizely website optimisation platform. This cookie is a unique user identifier)</p>	Performance	<p><u>PERSISTENT</u> 8 months from set/update</p>	Third-party/HTTP Cookie

pardot	<p>Pardot tracks visitor and prospect activities on your website and landing pages by setting cookies on their browsers. Cookies are set to remember preferences (like form field values) when a visitor returns to your site. Pardot also sets a cookie for logged-in users to maintain the session and remember table filters.</p> <p>https://help.salesforce.com/articleView?id=pardot_basics_cookies.htm&type=5</p>	Marketing	<p><u>SESSION</u> When the user's browser is closed.</p>	Third-party
PHPSESSID	<p>To store a simple message when a form is submitted that can be displayed on a different page.</p> <p>For example, if an enquiry form is completed incorrectly, a message will be stored and presented to the user to indicate the errors in the submission.</p> <p>When an enquiry form is submitted successfully, a message is stored and presented to the user thanking them for their enquiry.</p> <p>No personal information is stored in this cookie.</p>	Strictly Necessary	<p><u>SESSION</u> When the user's browser is closed.</p>	First-party cookie
PREF	<p>Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.</p>	Marketing	<p><u>PERSISTENT</u> 10 years from set/ update</p>	Third-party/HTTP Cookie
s_cc	<p>This cookie is set and read by the JavaScript code to determine if cookies are enabled (simply set to "True")</p>	Performance	<p><u>SESSION</u> When the user's browser is closed.</p>	First-party cookie
s_sq	<p>This cookie is set and read by the JavaScript code when the ClickMap functionality and the Activity Map functionality are enabled; it contains information about the previous link that was clicked on by the user</p>	Performance	<p><u>SESSION</u> When the user's browser is closed.</p>	First-party cookie

s_vi	Unique visitor ID time/date stamp	Performance	<u>PERSISTENT</u> 2 years	Third-party cookie
segment-device-id	This cookie is used by National Geographic because a National Geographic video is embedded on this webpage.	Performance	<u>PERSISTENT</u> 1 year	Third-party
TDID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	Targeting/Marketing	<u>PERSISTENT</u> 1 year	Third-party
test_cookie	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	Marketing	<u>PERSISTENT</u> 1 day	First-party/HTTP Cookie
thirdparty.check	mashable.com video is embedded on this page and that site uses this cookie.	Performance	<u>SESSION</u> When the user's browser is closed.	Third-party
token_test	This cookie is set by the cookie consent platform	Still pending	<u>PERSISTENT</u> 1 day	HTTP cookie
utag_main	<p>The utag_main cookie is a cookie set by Tealium to enable us to use their tag manager solution.</p> <p>The utag_main cookie is a 1st-party cookie provided by Tealium. This cookie is used to record a time stamp of when you visit to our site has started, the number of pages you have viewed, the number of visits you have had to our site and a unique ID.</p> <p>This information is used within our analytics tools to enrich the data we're collecting about your visit on the website to help us understand our visitors usage of the site to provide a better user experience.</p>	Performance	<u>PERSISTENT</u> 1 year	First-party/HTTP cookie
uuidv4	This cookie is used by National Geographic because a National Geographic video is embedded on this webpage.	Performance	<u>PERSISTENT</u> 1 year	First-party
visitor_id301721	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookie is placed by a third party: Pardot. This cookie is	Performance	<u>PERSISTENT</u> 10 years	Third-party

	set by Pardot tracking code on visitors and prospects. The Hash ID extension help shorten ID and disallow exposure of database IDs to the user. https://help.salesforce.com/articleView?id=pardot_basics_cookies.htm&type=5			
visitor_id3017 21-hash	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookie is placed by a third party: Pardot.	Performance	<u>PERSISTENT</u> 10 years	Third-party
VISITOR_IN FO1_LIVE	A cookie that YouTube sets that measures your bandwidth to determine whether you get the new player interface or the old.	Marketing	<u>PERSISTENT</u> 8 months from set/update	Third-party/HTTP
YSC	This cookie is set by the YouTube video service on pages with embedded YouTube video	Marketing	<u>SESSION</u> When the user's browser is closed.	Third-party/HTTP

Disabling, Deleting, or Opting Out of Cookies

Most web browsers allow at least some control of most cookies through browser settings. You may refuse the use of cookies by selecting the appropriate settings on your browser to decline cookies. You may also delete existing cookies through your browser.

However, please note that if you disable cookies, you may not be able to use the full functionality of our websites. In particular, you may have limited access to some areas or be transitioned to a different experience.

Contact us

For further information on our use of cookies and similar technologies, please contact us:

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