

# Cookies Policy

We use cookies on our website to help customise the Site and improve your experience.

We reserve the right to make changes to this Cookie Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Cookie Policy.

Any changes or modifications will be effective immediately upon posting the updated Cookies Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Cookie Policy to stay informed of updates. You will be deemed to have been made aware of, and will be subject to, and will be deemed to have accepted the changes in any revised Cookie Policy by your continued use of the Site after the date such revised Cookie Policy is posted.

We last updated our policy on 12-Mar-25.

## Information about cookies

A cookie is a small text file that is placed onto your computer (or other electronic device) when you access our website.

Our website may use each type of cookie in order to:

- Make your online experience more efficient and enjoyable
- Improve our services
- Recognise you whenever you visit this website and distinguish you from other users of our site
- Obtain information about your preferences and use of our site
- Provide you with advertising that is tailored to your interests
- Carry out research and data analysis to help us to improve our content and services and to better understand our customer preferences and interests

Your web browser places cookies on your hard drive for record-keeping purposes and sometimes to track information about you. The information we obtain from our use of cookies will not usually contain your personal data. Although we may obtain information about your computer or other electronic device – such as your IP address, your browser and/or other internet log information – this will not usually identify you personally. In certain circumstances, such as when you complete the contact page, we may collect personal information about you, but only where you voluntarily provide it.

### **Third-party cookies**

Like many other websites, third parties may also set cookies on our website. These third parties are responsible for the cookies they set on our site and we have no control over them. For further information on how their cookies policies work, please visit their websites.

We may also use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of our website. Google will store this information. Google's privacy policy is available at: <http://policies.google.com/privacy>

### **Managing cookies**

Most browsers are set to accept cookies by default. However, you can manage cookies yourself.

You can set your web browser to refuse cookies, delete cookies, or to alert you when cookies are being sent.

You will need to visit the web browser's site to manage this, but for ease we have provided links to popular browsers below:

- [Apple Safari](#)
- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)

- [Microsoft Edge](#)

For further information about cookies and how to manage or disable them visit [allaboutcookies](#) which offers guidance for all modern browsers.

Please also note that if you change/block cookies then:

- some parts of our website may not function properly or as well as they otherwise might;
- changes will apply across all websites that you visit (unless you choose to block cookies only from particular websites); and
- the settings that you change will only apply on the device on which you change the settings and will not apply across all other devices that you use.

**We use cookies and other tracking technologies for the following purposes:**

### **Strictly Necessary Cookies**

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

### **Performance Cookies**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

### **Functional Cookies**

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose

services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

### **Targeting Cookies**

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

### **Surveys related cookies**

From time to time, we offer user surveys and questionnaires to provide you with interesting insights, helpful tools, or to understand our user base more accurately. These surveys may use cookies to remember who has already taken part in a survey or to provide you with accurate results after you change pages.

### **Forms related cookies**

When you submit data to us through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.

### **Site preferences cookies**

In order to provide you with a great experience on this site we provide the functionality to set your preferences for how this site runs when you use it. In order to remember your preferences, we need to set cookies so that this information can be called whenever you interact with a page is affected by your preferences.

For more information about how we use information collected by cookies, please refer to our Privacy Policy ([kneevhealth.com/privacy-policy](https://kneevhealth.com/privacy-policy)) posted on the Site.

### **Managing your Cookie Preferences**

We specifically obtain your consent before we store non-essential cookies on your device. A pop-up will appear when you visit our website, at this point you may choose to 'opt-in' to the use of some or all cookies. Consent to the use of cookies on our website may be changed or withdrawn at any time.

You may also customise your browser settings to reject/disable some or all cookies and alert you when new cookies are sent to your device.

However, please note that if you refuse or disable cookies some parts of this website will become inaccessible or not function properly.

If you sign up for our latest news and special offers, you consent to our use of pixel tags in emails that we may send to you. You may withdraw this consent at any time by unsubscribing from our mailing list.

### **How do I opt out?**

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics visit <http://tools.google.com/dlpage/gaoptout>

### **Contact Us**

If you have any questions or comments about this Cookie Policy, please contact us at:

info@kneevhealth.com