

Cookies Policy

Introduction and scope

To make this website work properly, and to provide the most relevant services to our site visitors, we place small data files called cookies on your device. This statement provides you with information about cookies and how to control them for this website.

This document is an integral and substantial part of the <https://www.systemicmastocytosis-hcp.com/privacy-policy> and the information contained therein complies with the provisions set out by applicable data protection and data privacy laws and regulations, as amended and in force. We recommend, therefore, that you also read our Privacy policy to know more about Blueprint Medicines' general commitment to data protection.

What is a cookie

A cookie is a small file, typically consisting of letters and numbers, downloaded onto a device when the visitor accesses a website. Cookies are then sent back to the originating website on each subsequent visit. Cookies are useful because they improve the website's functionality and overall performance and provide the visitor with a more personalized experience. They also help us to understand how visitors are using our website and the services provided therein.

For some time, the use of cookies and similar technologies has been commonplace. Cookies are particularly important in the provision of many online services. Using such technologies is not, therefore, prohibited by the law, but they do require that people are well informed in advance about the use of cookies installed on a website and are given the choice to directly accept all cookies, or if they wish, to customize their cookies preferences.

Cookies that we use

There are two broad categories of cookies: First-party cookies (served directly by us to your device) and third-party cookies (served by a third party, e.g., Google).



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 are saved after your browser is closed. When you open your browser and browse the internet again, persistent cookies can be used by the website to recognize your computer.

This website uses the following cookies’ categories:

1. Strictly Necessary Cookies

The following table contains a detailed description of the cookies we use:

Cookie name	Cookie Description	Cookie Category	Source	Expiry	Default Status
OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some	Strictly Necessary Cookies	www.systemicmastocytosis-hcp.com	PERSISTENT	ON/Always active

	cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information .				
OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether	Strictly Necessary Cookies	www.systemicmastocytosis-hcp.com	PERSISTENT	ON/Always active

	<p>visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information</p>				
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	that can identify the site visitor.				
PHPSESSID	PHP session cookie associated with embedded content from this domain.	Strictly Necessary Cookies	www.systemicmastocytosis-hcp.com	SESSION	ON/Always active
hcp-warning	It is set after visitors have seen a HCP information notice and only when they actively close the notice down. It enables the website not to show the message more than	Strictly Necessary Cookies	www.systemicmastocytosis-hcp.com	1 day	ON/Always active

	once to a user. The cookie has a one day lifespan and contains no personal information.				
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2. Performance Cookies

The following table contains a detailed description of the cookies we use:

Cookie name	Cookie Description	Cookie Category	Source	Expiry	Status
_ga	Used to distinguish users.	Performance Cookies	Google Analytics 4	2 years	OFF/Subject to user consent
ga<container-id>	Used to persist session state.	Performance Cookies	Google Analytics 4	2 years	OFF/Subject to user consent
_gid	Used to distinguish users	Performance Cookies	Google Analytics 4	24 hours	OFF/Subject to user consent



_gat	Used to throttle request rate	Performance Cookies	Google Analytics 4	1 minute	OFF/Subject to user consent

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses “cookies,” which are text files placed on your computer, to help the website analyze how visitors use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google.

You may refuse the use of performance cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this website. By accepting the use of Google Analytics cookies, you consent to the processing of data about you by Google in the manner and for the purposes set out above. Blueprint does not assume any responsibility for the handling of your personal data by Google and has no access to such data. For more details on how Google processes your data, please visit [Google's Privacy policy](#).

To opt out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout> (compatible with Chrome, Internet Explorer 8–11, Safari, Firefox and Opera).

Log Files



Due to the nature and the way the internet works, as soon as you visit our website, our server records your IP address to log files. Your IP address is considered to be personal data, even if we are unable to identify you on our own with this information.

In addition, our logs help us to record the type of browser and operating system you use and other information about your online visit, such as the URL from which you reached our website and the date and time of your visit.

These data are stored exclusively for the time necessary to ensure the security of networks, information and services from accidental events or illegal or malicious actions that compromise the availability, authenticity, integrity and confidentiality of the stored or transmitted data.

How to accept, control and delete our cookies

Strictly necessary cookies do not require your consent. For performance cookies, we request your consent by clicking the “Accept All Cookies” button, or through our cookie settings or your browser cookie settings before placing them on your device.

If you do not wish to give consent or wish to withdraw your consent to any performance or functionality cookies at any time, you will need to modify your preferences in cookie settings or delete, block and/or disable cookies via your browser settings. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. Otherwise, you should use the 'Help' option in your internet browser for more details, or you can click on one of the links below to go directly to the user manual for your browser:

- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Safari](#)
- [Opera](#)
- [Microsoft Edge](#)

On mobile devices:

- [Android](#)
- [Safari](#)



- [Windows Phone](#)
- [BlackBerry](#)

Please note that disabling or blocking some or all the categories of cookies will affect the functionality of the website and may impact your access to and experience with our website and the services we are able to offer.

Your selected cookie preferences are limited to this website only and not to other third-party owned websites or any other webpages, which may be hyperlinked to this website. For more information on cookies used by those websites, please refer to the specific privacy notice or cookie policy of those websites.

Contact

For further information, please contact us at EUPrivacy@BlueprintMedicines.com. Alternatively, you may wish to visit www.aboutcookies.org, www.allaboutcookies.org or <https://cookiepedia.co.uk/>, which contain general information about cookies and comprehensive information on how to modify the cookie settings on a wide variety of browsers and how to delete cookies from your computer.

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