Cookie Policy

IMC - International Medical Center, LLC (hereinafter "We") uses cookie files in order to enhance the performance of Website http://startstemcells.com (hereinafter "Website"), improve user's interaction with this Website, conduct analytics.

1. What are Cookies?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

2. Who is controller of Cookies?

The controller of your Cookies, which may be saved on your commuter is Swiss Medica Moscow.

3. Why do we use Cookies?

We use Cookies for the following reasons:

- Conducting different analytics (for example, pages which are most popular with users; quantity of visitors; from where visitors have come);
- Making Our Website secure for users;
- Improving Website performance (for example, use cookies to see, how you interact with the Website. Also we get information about technical errors during visiting our Website);
- Finding out advertisements effectiveness (for example, define advertising conversion to Websites visits);
- Advertisement distribution (for example, make the ads you see more relevant to you);
- Making our Website convenient for users (for example, we can know, what language preferences so you have).

4. How do we use cookies?

When You visit our Website we ask you for a permission to use cookie files for reasons, which are written above. If you give your permission, our web-server sent to your web-browser a request to save and store cookie files.

After that your web-browser saves and gives us different information about you. For example, from what Internet page you got to our Website. Or what actions you made at our Website, which pages you opened. Or which advertisement you clicked before getting to the Website.

If you don't give the permission to save and use cookie files our Website and web-server won't send a request to your web-browser about cookies. So we won't get an access to different information and wouldn't be able to personalize our Website for you and improve our services.

5. What cookies we use?

We use only third party cookies. In the list below you can see, whose services we use in order to analyze cookies:

1. Google analytics (analytics.google.com)

The cookies of this service are analytical. They help us to understand, how our Website is used, which users attend it, what actions users do at the Website, for how long time users stay at the Website and similar indicators.

The list of the used cookies is shown below:

Name of cookie	Period of validity	Description
_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
gac<property-id>	90 days	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads Website conversion tags will read this cookie unless you opt-out.
_ga	2 years	Used to distinguish users.
__utma	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
__utmt	10 minutes	Used to throttle request rate.
__utmb	30 mins from set/update	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.
__utmc	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
__utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
__utmv	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor

		level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.

2. Yandex Metrica (metrica.yandex.com)

The cookies of this service are analytical. They help us to understand, how our Website is used, which users attend it, what actions users do at the Website, for how long time users stay at the Website and similar indicators. The available statistics include the number of users, traffic sources, and user behavior on site pages.

The list of the used cookies is shown below:

Name of cookie	Period of validity	Description
yabs-sid	Until the session ends	Session ID
i	1 year	Used for identifying users
yandexuid		
_ym_visorc_*	30 minutes	Allows Session Replay to function correctly
_ym_uid	1 year	Used for identifying users
_ym_isad	2 days	Detects ad blockers

3. Google Ads

The cookies of this service are marketing. They helps us track the advertisement effectiveness. For example, which ads users usually click, which marketing channels are more popular, what is the conversion from click to sale and similar information.

The list of the used cookies is shown below:

Name of cookie	Period of validity	Description
DoubleClick from Google	10 days drom the date ofinstall or update	Used for improving effectiveness of advertisement. To adapt advertising campaigns to the interests of a specific user, to improve the quality of reporting on the results of a campaign, as well as to prevent re-display of the same advertising to users.
Conversion	30 days	Help us to determine how many times people who click on our ads end up requesting our services.

4. Facebook (facebook.com)

The cookies of this service are marketing. They helps us track the advertisement effectiveness. For example, which ads users usually click, which marketing channels are more popular, what is the conversion from click to sale and similar information.

The list of the used cookies is shown below:

Name of cookie	Period of validity	Description

datr, _js_datr, _js_reg_ext_ref, _js_reg_fb_gate	180 days	To understand conversion tracking, for optimisation and remarketing purposes.

5. Amocrm (amocrm.com)

The cookies of this service are functional. They ensure the convenient use of the Website and interaction improvement between users and the Website. For example, automatic user authorization at the Website or user account, so he or she doesn't need to enter data for entering.

6. Jivosite (jivosite.com).

The cookies are functional. They are used for the work improvement of our communication widget.

The list of the used cookies is shown below:

Name of cookie	Description
enter_ts	first visit to the Website
visits_count	number of visits to the Website
pages_count	number of pages viewed
refer	source of entry to the Website
utm	ID of the marketing campaign of the visit
invitation_time	time of appearance of proactive invitation
country	country of the visitor
city	city of the visitor
close_time	time the widget was closed
cw_timer	time the callback request was initiated
callback_ping_response	cash of callback backend script response
use_lp	flag that enables long_pooling
mframe_protected	indication if iframe is forbidden
ab_test_group	a/b testing group flag
last_login	the date of previous login
jv_subscribe	the status of the user's subscription to the blog
jv_site_utm	UTM tags indicating the marketing campaign
jivo_visitor_id	ID of the user
jv_site_lang	language of the site
jv_site_country_code	country code of the site
jv_site_partner_id	ID of the affiliate that referred the customer to JivoChat
jv_site_pricelist_id	ID of the price list for signup
jv_site_closed_popup	flag that controls appearance of a pop-up window for subscription to blog
jv_enter_ts_${jivo_visitor_id}	time the visitor to entered the site
jv_invitation_time_${jivo_visitor_id}	time that proactive invitation appeared
jv_visits_count_${jivo_visitor_id}	number of visits to the site
jv_utm_${jivo_visitor_id}	UTM tags indicating the marketing campaign
jv_refer_${jivo_visitor_id}	source of the visit to the site
jv_pages_count_${jivo_visitor_id}	number of pages viewed by the user

We require to save and use cookies with the common information about users: from language and location to the version of web-browser. In particular, we get this kinds of information through cookies:

- User's actions on the Website;
- Common information about user including gender, age, city of location, country;
- Browser version;
- User's preferences (for example, things, he or she recently searched);
- Information which user typed in the forms at our Website.

6. What are your rights concerning Cookies?

We ask for your consent before we begin to save and use cookies. If you don't give your permission, we won't save and use your cookies.

If you don't want to receive cookies anymore and permit its' usage by us you can change the browser settings and disable the possibility to receive cookies. You can see how to do it on the Website   page: https://www.howtogeek.com/241006/how-to-block-third-party-cookies-in-every-web-browser/

Moreover, some third-party cookies services provide special tools for controlling their cookies. You can get more information following the links:

- Google Analytics: http://www.google.com/analytics/learn/privacy.html
- Yandex Metrica: https://metrica.yandex.com/about/info/data-policy/
- Facebook: https://www.facebook.com/policy/cookies/

7. How can you contact us?

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You can freely contact us.