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Zimmer Biomet Cookie Notice

When you visit Zimmer Biomet websites, it may store or retrieve information on your browser, mostly in the form of cookies, web beacons and other similar technologies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience.

Zimmer Biomet may have other unique cookie notices that apply to certain specific situations, such as cookie notices for specific Products and Services (as defined in Zimmer Biomet Privacy Notice). To the extent you were provided with a different cookie notice or policy that applies, those policies or notices will govern our use of cookies, web beacons and other similar technologies, not this one.

What are cookies, web beacons and similar technologies?

A *cookie* is a small piece of data (a small text file) sent from a website or application and stored on a user's device while the user is browsing the website or using the application. Cookies serve many different purposes, such as identifying previous activity so that your use of the Product or Service is more efficient and enjoyable, remembering your preferences (like language choices), and authenticating you.

Web beacons (also known as internet tags, pixel tags, and clear GIFs) are small pieces of code that may be placed on our websites or other Products and Services that allow us to obtain information about usage. Web beacons are used to help display content to visitors and to generate statistics regarding web traffic and trends.

Other similar technologies are technologies used to store information on a user's device or gains access to information on a user's device.

Cookies may collect personal data (which, in some countries, would include your internet protocol (IP) address). Please consult our Privacy Notice by clicking on the "Privacy Notice" link at the bottom of our Sites for more information on how we process personal data.

What categories of cookies do we use and why?

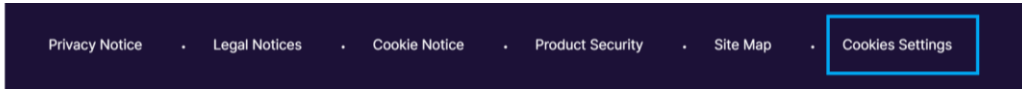
We may use first-party cookies (cookies set directly by us to your device) as well as cookies served by third parties. Third-party cookies are most commonly used for Site analytics or advertising purposes.

Cookies list

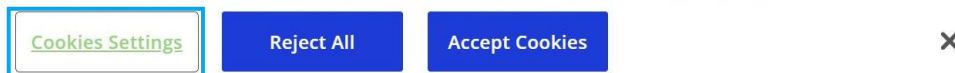
To view the category of cookies, their definition and the detailed list of first-party and third-party cookies used on the Sites and their purposes:

1. Click on the “Cookies Settings/Your Privacy Choices” link or icon at the bottom of our Sites. This will open the Privacy Preference Center. Depending on the Zimmer Biomet websites you are visiting or the region you are located in, the link or icon can display as mentioned below. Please note that our websites may not be available in your local language:

a) *“Cookies Settings” link at the bottom of a page:*



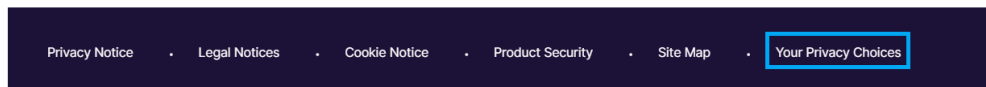
b) *“Cookies Settings” banner at the bottom of a page:*



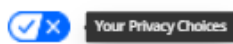
c) *“Cookies Settings” icon at the bottom of a page:*



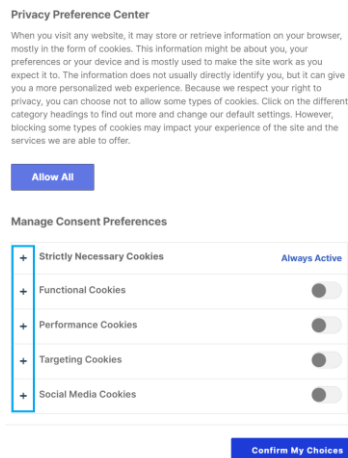
d) *“Your Privacy Choices” link at the bottom of a page:*



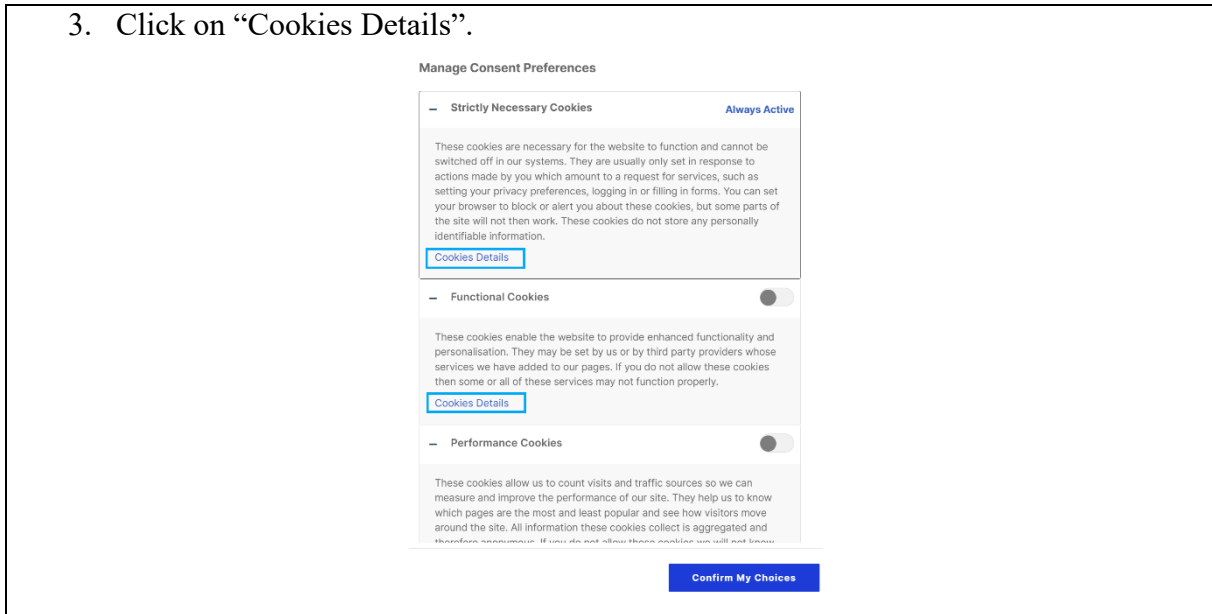
e) *“Your Privacy Choices” icon at the bottom of a page:*



2. In the Privacy Preference Center, expand the cookies category under “Manage Consent Preferences” by clicking on +.



3. Click on “Cookies Details”.



Third-party services used for analytics

Google Analytics

On certain of our websites, we use Google Analytics to help us understand how users engage with this and other of our websites. Depending on the preferences you set, Google Analytics may track your activity in connection with our Online Services (specifically, the web pages you have seen and the links you have clicked on) and helps us measure how you interact with the content that we provide. This information is used to compile reports and to help us improve the Online Services. The reports we receive disclose website trends without identifying individual visitors. You can learn about Google’s practices by going to www.google.com/policies/privacy/partners/, and you can exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout> or as described in our Cookie Notice. We will not undertake such activities without your consent where such consent is required.

LinkedIn Analytics

On certain of our websites, we use LinkedIn Analytics to provide us with valuable insights and data into the performance of our LinkedIn presence, both organic and paid. LinkedIn Analytics helps us understand how users engage with our content and services. Depending on the preferences you set, LinkedIn Analytics may track your activity in connection with our Online Services (specifically, the web pages you have seen, and the links you have clicked on) and helps us measure how you interact with the content that we provide. This information is used to compile reports and to help us improve the Online Services and understand the material our followers want to see. The reports we receive disclose website trends without identifying individual visitors. You can learn about LinkedIn’s practices by going to [LinkedIn's Privacy Policy](#), and you can exercise the opt-out provided by LinkedIn by adjusting your settings on

LinkedIn or as described in our Cookie Notice. We will not undertake such activities without your consent where such consent is required.

Microsoft Clarity

On certain of our websites, we use Microsoft Clarity to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).

Adobe Analytics

Similar to Google Analytics, we use Adobe Analytics to help us understand how users engage with this and other of our websites. Depending on the preferences you set, Adobe Analytics may track your activity in connection with our Online Services (specifically, the web pages you have seen and the links you have clicked on) and helps us measure how you interact with the content that we provide. This information is used to compile reports and to help us improve the Online Services. The reports we receive disclose website trends without identifying individual visitors. You can learn more about Adobe's policies by going to <https://www.adobe.com/privacy/policy.html>.

Akamai Technologies Analytics

On certain of our websites, we use Brightcove for online video streaming, which includes the Akamai HD Network as a bundled component of the Brightcove online video platform service. As part of the Akamai HD Network partner ecosystem, Akamai provides the global HD network with full adaptive bit rate streaming, while Brightcove supplies the tools for video content management, encoding, publishing, monetization, and analytics. Depending on the preferences you set, Akamai Technologies Analytics may track your activity in connection with our Online Services (specifically, the video content you have viewed and interacted with) and helps us measure how you engage with the video content that we provide. This information is used to compile reports and to help us improve the Online Services. The reports we receive disclose trends without identifying individual visitors. You can learn about Akamai's practices by going to [Akamai's Privacy Policy](#), and you can exercise the opt-out provided by Akamai by adjusting your settings or as described in our Cookie Notice. We will not undertake such activities without your consent where such consent is required.

Akamai mPulse

On certain of our websites, we use Akamai mPulse for real-time performance monitoring and analysis of websites and online applications to help improve overall digital experience for you by measuring online performance.

Use of cookies and similar technologies by authorized third-party service providers

On certain of our websites, we work with third-party service providers who place third-party cookies or similar technologies for storing information on our Sites or in our Products and Services.

Technology/Service Provider	Purpose	Privacy Notice
AccessiBe	Interaction	https://accessibe.com/privacy-policy
Adobe	Advertising	https://www.adobe.com/privacy/policy.html
Bing Ads	Advertising	https://privacy.microsoft.com/en-us/privacystatement
Brightcove	Audio/video player	https://www.brightcove.com/en/legal/brightcove-privacy-policies/
Contentful	Hosting	https://www.contentful.com/legal/privacy-at-contentful/privacy-notice/
Drift	Interaction	https://www.drift.com/privacy-policy/
Google Ads	Advertising	https://policies.google.com/technologies/ads?hl=en-USprivacy
JW Player	Audio/video player	https://jwplayer.com/legal/privacy/
LaunchDarkly	Essential	https://launchdarkly.com/policies/privacy/
LinkedIn Ads	Advertising	https://www.linkedin.com/legal/privacy-policy
Marketo	Advertising	https://documents.marketo.com/legal/privacy/
OneTrust CMP	Consent management	https://www.onetrust.com/privacy/
PulsePoint, Inc.	Advertising	https://www.pulsepoint.com/legal/website-privacy-policy

SalesForce	Advertising	https://www.salesforce.com/company/privacy/
ShareThis, Inc.	Advertising	https://www.sharethis.com/privacy/
StackAdapt	Advertising	https://www.stackadapt.com/platform-and-services-privacy-policy
TRUSTe Seal, TrustArc	Essential	https://trustarc.com/privacy-policy/
ZenCoder	Advertising	https://zencoder.ai/privacy-policy

What web beacons do we use and why?

On certain of our websites, we work with third-party service providers who place third-party web beacons (also known as tracking pixels) to drive traffic and conversions to the website, increase brand awareness, and generate leads.

Tracking Technology Name	Service Providers	Privacy Policy
Google Ads	Google	https://policies.google.com/privacy?hl=en-US&gl=en
Microsoft Ads	Microsoft	https://privacy.microsoft.com/en-us/privacystatement

Facebook Ads	Facebook	https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0
LinkedIn	LinkedIn	https://www.linkedin.com/legal/privacy-policy
Google Display Video 360	Google	https://policies.google.com/privacy?hl=en-US&gl=en
StackAdapt DSP	StackAdapt	https://www.stackadapt.com/privacy-policy

How can you set up or change your cookies' preferences?

Cookies Settings/Your Privacy Choices link or icon

You can set up or change your cookies' preferences as well as withdraw consent to use cookies that are not "strictly necessary" cookies and related technologies. This can be done at any time by clicking on the "Cookies Settings/Your Privacy Choices" link or icon at the bottom of our Sites.

Your browser settings

Alternatively, you can also disable the use of cookies including those used on our Sites by turning off the cookie function on your browser. To manage your cookie preferences through your browser, you can follow the links below or find the cookie management instructions in the support page of your browser, depending on the browser you are using:

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Apple Safari](#)

To find information related to other browsers, visit the browser developer's website.

Further resources to manage your cookies

For further information about cookies including how to see what cookies have been set on your device and how to manage and delete them, please visit www.allaboutcookies.org.

In Europe, you may also visit www.youronlinechoices.eu to exercise choices about certain cookies.

In the U.S. you may also visit the Network Advertising Initiative's opt-out page at <http://optout.networkadvertising.org/#!> to learn how to opt-out of third-party, interest-based targeting cookies.

Do-Not-Track Signals

In most cases you will need to change your web browser's settings or add an application to your web browser to enable your browser to send a GPC Signal. Our websites will recognize GPC Signals for website users differently, based on the location of the user when they access our websites. For users that access our websites from U.S. states that have laws requiring recognition of GPC Signals, we will recognize and apply the GPC Signal to inactivate all of the cookies for that website, except for cookies that are necessary for the website to operate ("Strictly Necessary Cookies"). Additionally, if you are accessing our websites from one of these states, you can determine if your browser GPC Signal has been recognized by clicking "Cookies Settings/Your Privacy Choices" at the bottom of our Sites. A short message will appear at the top of the "Privacy Preference Center" indicating that "Your Opt Out Preference Signal is Honored", i.e., your GPC Signal has been received. For users from states not currently requiring recognition of the GPC Signal, our website servers may recognize and apply the GPC Signal for only "targeting cookies", but will not apply the GPC Signal to functional, performance or social media cookies. Further, a specific GPC Signal acknowledgement notice will not be included in the privacy preference center, but you can always check and adjust your cookie settings by going to the "Cookies Settings/Your Privacy Choices" link or icon at the bottom of our Sites.

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