



AIM Life Cookie Policy

Last updated: 08/14/2025

This cookie policy is valid for the main domain aim.clinic and all AIM Life websites and applications

1. What are cookies?

Cookies are small text files that a website places on your device (computer, smartphone, tablet) through your internet browser when you visit it. These files store information about your browsing experience, such as language preferences, items added to your cart, or session credentials, facilitating and personalizing subsequent visits. In short, cookies allow the website to "remember" you for a period of time, improving your user experience.

Cookie durations vary: some are session cookies, which expire as soon as you close your browser; others are persistent cookies, which remain on your device for a defined period (minutes, days, or even years) or until manually deleted. They also differ in terms of origin: first-party cookies are set by AIM Life on its own domains, while third-party cookies are set by partners (e.g., Google, Cloudflare, ContentSquare) when providing integrated services on our website.

2. Why do we use cookies?

AIM Life uses cookies to ensure the proper functioning of its websites and applications, provide a safe and optimized browsing experience, and collect useful information to improve our services. Specifically, cookies help: maintain your logins and saved preferences, ensure website security (e.g., by protecting against malicious access),

analyze traffic and page performance, and offer personalized content or features. We never use cookies to run programs or install malware on your device, and we do not access information stored on your computer through cookies.

3. What types of cookies do we use?

On AIM Life websites and applications, we may use strictly necessary cookies, functional cookies, analytical cookies, and marketing cookies. Below, we explain each category and list the cookies currently in use (with their respective owners and retention periods):

a. Strictly Necessary Cookies

These cookies are essential for the website and its basic features to function. They allow you, for example, to log in and browse securely, keeping your session authenticated, and protect the website from malicious use. Without these cookies, services you have requested cannot be provided correctly and the website may not function properly. Because they are strictly necessary, these cookies do not require your prior consent – they are activated by default when you access the website. (We still inform you of their use in compliance with the GDPR.) Please note that, if you wish, you can block them in your browser settings; however, some parts of the website may not function properly without these cookies.

Strictly necessary cookies we use:

- **_GRECAPTCHA**
 - *Provider/domain:* Google LLC
 - *Validity:* 5 months and 4 weeks
 - *Description:* Cookie used by the Google reCAPTCHA service to verify that interactions on the site are legitimate (not automated), helping to protect against spam and abuse.

- **PHPSESSID**
 - *Provider/domain:* PHP.net
 - *Validity:* session
 - *Description:* Cookie generated to keep your session active while browsing, for example remembering that you are logged in when moving from page to page.

- cf_clearance
 - *Provider:* Cloudflare, Inc.
 - *Duration:* 1 year
 - *Description:* Cookie set by the Cloudflare security service to identify trusted web traffic. It ensures that you can access the website even if your IP address is temporarily flagged by our security mechanisms, allowing us to distinguish legitimate visitors from potential threats.

b. Functional Cookies (Preference)

Functional cookies are used to remember your preferences and choices, improving usability. For example, they can save your selected language, region, or other personalized settings (such as site display preferences), so you don't have to reset them each time you visit. Although not strictly necessary, these cookies make your experience more convenient and personalized. If you disable them, the website will still function, but you may have to manually readjust some preferences each time you visit.

Functional cookies we use:

- wpml_current_language
 - *Provider/domain:* OnTheGoSystems Ltd.
 - *Validity:* Session
 - *Description:* Stores the user's current language. Allows the site to remain in the selected language when navigating between pages. (By default, this cookie is set only for authenticated users; if AJAX language switching support is enabled, it may also be set for unauthenticated users.)

c. Analytical (Performance) Cookies

We use analytical cookies to understand how users interact with our website, aiming to improve its performance and content. These cookies do not identify the user individually, as the data collected is aggregated and anonymous. They allow us to count visits and traffic sources, analyze which pages are most popular and

least used, and understand usage patterns (for example, how users navigate between pages). With this information, we can optimize the website's functionality and improve the services offered. These cookies are only set with your prior consent, as they are not strictly necessary.

Analytical cookies we use:

- *_ga*
 - *Provider/domain:* Google LLC
 - *Validity:* 1 year and 1 month
 - *Description:* Google Analytics cookie used to differentiate users. Assigns a unique identifier (randomly generated ID) to each visitor, which allows for tracking visits and website usage statistics.

- *_ga_81T9JCD4JK*
 - *Provider/domain:* Google LLC
 - *Validity:* 1 year and 1 month
 - *Description:* used by Google Analytics to maintain the state of the user session, ensuring the correct aggregation of browsing data for analytical reports.

d. Marketing Cookies (Advertising and Targeting)

Marketing cookies are used to track users in more depth, creating a profile of their interests to present relevant content and advertisements, both on and off our websites. These cookies may be set by us or by third-party advertising/analytics partners, and allow us to measure the effectiveness of advertising campaigns or personalize communication with the user. They also include tracking technologies that analyze how you navigate the website to infer preferences, which helps us better segment our audience and improve communication strategies. Because they may collect potentially personally identifying or sensitive information about your use of the website, these cookies will only be used with your consent. If you disable them, you will still see our content, but the suggestions and advertisements will be less tailored to your profile.

Marketing cookies we use:

- **_cs_id**
 - *Provider/domain:* Content Square SaaS
 - *Validity:* 1 year
 - *Description:* ContentSquare platform analytics cookie, assigns a unique session ID (13 random digits after the prefix `_cs_`) to track how users interact with the website over time. It helps create a profile by aggregating multiple visits from the same user for behavioral analysis.

- **_cs_s**
 - *Provider/domain:* Content Square SaaS
 - *Validity:* 29 minutes and 53 seconds
 - *Description:* ContentSquare session cookie that counts the number of pageviews in the visitor's current session (a new value is generated for each new session). Helps determine which pages the user visited in each specific session.

- **_cs_c**
 - *Provider/domain:* Content Square SaaS
 - *Validity:* 1 year
 - *Description:* Cookie used by ContentSquare to store the user's consent to be tracked by this tool. Records whether the user has agreed (or not) to be tracked by ContentSquare, avoiding repeated requests for consent.

(Note: ContentSquare is a user experience analysis service that helps us understand areas for improvement on the website. The data collected by these cookies is aggregated and is intended solely for statistical and usability analysis, never to identify or contact the user individually.)

e. Unclassified Cookies (Other)

We may occasionally use additional cookies that do not immediately fall into the above categories, either because they are recent or under evaluation. We will keep these cookies listed in this section until they are properly categorized and documented. AIM Life is committed to updating this Policy whenever new cookies are added or there are significant changes.

Cookies currently not classified:

- WMF-Uniq
 - *Provider/domain:* .upload.wikimedia.org
 - *Validity:* 1 year
 - *Description:* Cookie set when Wikimedia content (e.g., Wikipedia images) is loaded onto the site. Its specific function is still under review, but it does not directly affect the user experience. It will remain in this category until more information and appropriate categorization are obtained.

(Note: There may be instances where we embed external content (such as videos, maps, or other integrations) that set cookies that are currently unknown to us. Once identified and classified, they will be added to the list above or to the relevant categories.)

4. Cookie Consent and Preference Management

AIM Life is committed to respecting your privacy and complying with all applicable laws, as well as national and international best practices regarding the use of cookies.

Cookies that are not strictly necessary will only be used with your free, specific, informed and explicit consent. When you first visit our websites, we display a consent banner that allows you to optionally accept or reject cookies, as well as customize these preferences granularly by category (granular preferences mean you can, for example, accept analytics cookies and reject marketing cookies, or vice versa). This consent is never assumed – we do not use pre-checked boxes nor do we interpret continued browsing as acceptance. Likewise, access to our services is not conditional on the acceptance of non-essential cookies (i.e., we do not use cookie walls).

You have the right to withdraw or change your consent at any time, just as easily as you gave it. On our website, you can review your cookie preferences via the cookie banner or preference center by clicking "cookies" in the bottom right corner of the page. Alternatively, you can always manually delete or block cookies through your browser settings (see instructions below). Please note that withdrawing consent does not have a retroactive effect; that is, we remove/prevent future cookies, but it does not automatically delete cookies already stored.

How to manage cookies in your browser: All modern internet browsers allow you to configure cookie settings. You can adjust your browser to block cookies from being installed, notify you whenever a cookie is being set, or periodically delete stored cookies. Please be aware that disabling cookies may compromise some functionality on this and other websites. Adjusting these settings varies depending on your browser. For your convenience, we've listed help resources for the most common browsers below:

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

If you need guidance for other browsers, consult the application's own help section or the manufacturer's official documentation.

Retention of consent: A record of your choice to consent to (or reject) cookies will be saved to honor your decision on future visits, but not indefinitely. AIM Life may request your consent again periodically (e.g., every 12 months), or sooner if there are significant changes to the cookies used or applicable legislation, thus ensuring that your preferences remain up to date.

5. Updates to this Cookie Policy

AIM Life may amend this Cookie Policy when new cookies or services are introduced, or as a result of legal changes or guidance from data protection authorities. The last updated date is indicated at the top. We recommend that you review this policy periodically to stay informed about how we use cookies.

If you have any further questions about this Cookie Policy, or if you wish to exercise any rights relating to your personal data (such as access, deletion, opposition, portability, etc.), please consult our Privacy Policy or contact us through our Data Protection Officer by email at dpo@aim.clinic. We will be happy to help and clarify any questions related to privacy and data protection.