



Website Cookies Policy & Notice

Retrophin websites use first party cookies or requests for analytical advertising purposes according to this policy. First party cookies refer to cookies that are set by our websites. We are the only ones with access to this information. Cookies are not necessary to navigate any of Retrophin's sites (including branded, non-branded and corporate sites).

What are cookies and why we use them?

Cookies are files that are downloaded to your computer or mobile device when you visit certain websites. For instance, cookies allow our websites to identify how you were referred to one of our sites (i.e. which search terms took you to our websites or did you type the URL directly) or show which pages of our websites you visited and for how long.

While you are browsing one of our sites, we automatically log your IP address (a number assigned to your computer when you use the Internet) and your activity while using a site. We also collect information about your usage of our sites through cookies and similar technology. There are two types of cookies: (a) session cookies (non-persistent cookies) and (b) persistent cookies. Session cookies temporarily store non-personal identifiable information about your visit to our websites in your computer's memory. The cookie is deleted as soon as you close your browser. Persistent or permanent cookies will uniquely identify your browser and will permanently save in your computer's memory information requested by a website.

With both cookies and transparent GIF files, the information that we collect and share is anonymous and not personally identifiable. It does not contain your name, address, telephone number, or email address.

We also track the total number of visitors to our websites, the number of visitors to each page of our websites, and the domain names of our visitors' Internet service providers. On certain Retrophin websites, we may also ask users that have opted to receive information to complete a survey. No personal identifiable information is gathered in any of these processes.

Cookies allow us to bring you the content and features likely to be of greatest interest to you based on your previous activities on our sites. For Retrophin sites that require passwords, you are giving us explicit permission to use a "persistent cookie," which is a small data file that is generated when you enter your assigned user id and password and access a site. This file is saved in your computer's memory, and enables your browser to access each page that is in the password-protected area.

Pixels, or transparent GIF files, are used to help us manage our online advertising. For example, third party vendors, including Google, show Retrophin ads on sites. These vendors also use cookies to serve ads based on a user's prior visits to Retrophin websites.

We use other non-personal identifiable information, including information obtained through surveys, to improve our sites.

Personal data collected and types of cookies we use



Our websites use first-party cookies or requests for analytical and advertising purposes. Information captured through cookies is stored for a certain retention period. However, you can eliminate these cookies any time before the expiration date.

The type of cookies we use are:

Cookie name	Type of cookie and Purpose	Source	Retention period	• Web Properties
<p>Google Analytics</p>	<p>We use Google Analytics to improve our websites. These cookies gather information on the number of visitors, identifying users and sessions, how users reach the sites, the most visited pages, and the number of users that share content.</p> <p>Information collected through these cookies include:</p> <ul style="list-style-type: none"> • IP geography • Page views • Behavior (affinity categories) • Browser type • Device • Session duration • Date of visit • Bounce rate • Frequency of visits • Website actions 	<p>https://support.google.com/analytics/answer/6004245</p>	<p>Up to 2 years</p>	<p>Thiola.com ThiolaHCP.com PreventCystineStones.com Cholbam.com Cholbam.com/healthcare-professionals UnderstandingZSD.com CholestasisCauses.com</p>
<p>Google AdWords</p>	<p>Google AdWords is used as a major traffic driver to our website properties.</p> <p>Google’s algorithm uses machine learning to serve ads to relevant users based on the target keywords used within campaigns.</p> <p>Information collected are:</p> <ul style="list-style-type: none"> • IP geography • Search terms • Website actions (conversion pixels) 	<p>https://www.google.com/intl/en/policies/technologies/ads/</p>	<p>9 months (IP) 18 months (cookie)</p>	<p>Thiola.com ThiolaHCP.com PreventCystineStones.com Cholbam.com Cholbam.com/healthcare-professionals UnderstandingZSD.com CholestasisCauses.com</p>
<p>Google Tag Manager</p>	<p>Google Tag Manager functions the same way as Google Analytics; the primary difference is its integration with other</p>	<p>https://www.google.com/analytics/tag-manager/use-policy/</p>	<p>Up to 2 years</p>	<p>Thiola.com ThiolaHCP.com PreventCystineStones.com</p>

	<p>platforms, such as AdWords and Facebook.</p> <p>Information collected through these cookies include:</p> <ul style="list-style-type: none"> • 3rd party tags • Page views • IP geography • Behavior (affinity categories) • Browser type • Device • Session duration • Date of visits • Bounce rate • Frequency of visits • Website actions 			UnderstandingZSD.com
Lucky Orange	<p>Lucky Orange is used for heat mapping, scroll-depth, and visitor session recording.</p> <p>It helps to identify the actions users are taking on a website.</p> <p>The information collected are:</p> <ul style="list-style-type: none"> • IP geography • Behavior (heat map and scroll-depth) • Browser type • Device • Session duration • Date of visits • Website actions (clicks) 	<p>https://help.luckyorange.com/article/173-what-cookies-does-lucky-orange-set</p>	Up to 2 years	Preventcystinestones.com
Facebook	<p>The Facebook base pixel and conversion tracking are used to identify the ads and audience groups that lead to actions on a website.</p> <p>The information collected are:</p> <ul style="list-style-type: none"> • Pages visited • Actions taken • Session duration • Custom audiences 	<p>https://www.facebook.com/help/www/280184958669264?helpref=uf_permalink</p> <p>and</p> <p>https://www.facebook.com/policy.php</p>	30 days	Preventcystinestones.com



In addition, we also provide links to our social network accounts ([Twitter](#), [LinkedIn](#), and [Facebook](#)) from our websites. If you access these pages, cookies from these social media networks will be downloaded to your computer for different purposes such as tracking, analytics or advertising.

With whom we share this information

We share information collected through the use of cookies as follows:

- **Google AJAX Search API:** data is transferred to Google if the search box of the website is used. Information collected through **Google Analytics** and **Google AdSense** is shared with Google and its partners who may combine it with other information you've provided to them or they've collected from your use of their services. This information will be stored in Google's servers in the United States of America according to their [privacy practices](#).
- **Social media networks:** information collected when you access our social media pages on Twitter, or LinkedIn will depend on whether you are logged into these social networks, since they will be able to associate it with your account. By clicking on the symbol of the social network, new cookies and information about you will be collected through these sites which are controlled by each social media network according to their privacy ([Twitter](#), [LinkedIn](#)). Both companies' servers are in the United States of America.

Your choices

You can control and delete these cookies through your browser settings as follows:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Opera](#)
- [Microsoft Internet Explorer](#)
- [Safari for iOS \(iPhone and iPad\)](#)
- [Chrome for Android](#)
- [Windows Phone](#)

Your web browser can be set to allow you to control whether you will accept cookies, reject cookies, or to notify you each time a cookie is sent to you. If your browser is set to reject cookies, sites like ours that are cookie-enabled will not recognize you when you return to the site and some site functionality may be lost.

Contact

If you have questions or concerns regarding our use of cookies you can contact us at: dataprotection@retrophin.com or 888-969-7879 and ask for the Legal Department.

Last Updated: September 5, 2019

This Policy may be changed at any time by Retrophin