

COOKIE POLICY

Effective Date: July 20, 2026

This Cookie Policy ("Policy") explains how Outcome-Based Technologies, LLC ("OBT," "we," "our," or "us") uses cookies, pixels, web beacons, software development kits (SDKs), and similar technologies on our websites, including www.obtdme.com, www.levionusa.com, the OBT App, and any related online services (collectively, the "Services").

This Policy should be read together with our Privacy Policy and HIPAA & Protected Health Information (PHI) Policy.

By using our Services, you consent to the use of cookies and similar technologies as described in this Policy, except where applicable law requires additional consent.

1. What Are Cookies?

Cookies are small text files stored on your computer, tablet, or mobile device when you visit a website. Cookies enable websites to recognize your browser, remember information about your visit, improve website functionality, personalize your experience, and help us understand how visitors interact with our Services.

Cookies generally do not identify you personally unless combined with information you voluntarily provide.

2. Similar Tracking Technologies

In addition to cookies, OBT may use:

- Web Beacons
- Pixel Tags
- JavaScript Tags
- Local Storage
- Session Storage
- Software Development Kits (SDKs)
- Device Identifiers
- Log Files

These technologies help improve website performance, analyze visitor behavior, secure our systems, and support communications.

3. Types of Cookies We Use

Essential Cookies

Essential cookies are necessary for our Services to function properly and cannot generally be disabled.

Examples include:

- User authentication
- Secure login sessions
- Form submission
- Shopping cart functionality
- Website security
- Load balancing
- Fraud prevention
- User session management

Without these cookies, portions of our Services may not function correctly.

Functional Cookies

Functional cookies remember user preferences and improve usability.

Examples include:

- Language selection
 - Accessibility preferences
 - Previously entered form information
 - Saved user preferences
 - Regional settings
-

Performance Cookies

Performance cookies help us improve the speed, stability, and reliability of our Services.

These cookies may measure:

- Website loading performance
 - System errors
 - Browser compatibility
 - Mobile responsiveness
 - Website uptime
 - Resource utilization
-

Analytics Cookies

Analytics cookies help us understand how visitors use our Services.

Information collected may include:

- Pages visited
- Time spent on pages
- Navigation paths
- Entry and exit pages
- Scroll depth
- Click activity
- Geographic region (general)
- Device type
- Browser type
- Operating system
- Screen resolution
- Referral source

Whenever possible, this information is aggregated and used solely to improve our Services.

Marketing & Advertising Cookies

Marketing cookies may be used to:

- Measure advertising performance
- Understand marketing effectiveness
- Deliver relevant advertisements
- Limit repetitive advertisements
- Measure campaign conversions
- Build custom audiences
- Improve communications

These cookies are used only where permitted by applicable law.

4. Third-Party Technologies

OBT may utilize one or more third-party technologies to improve website functionality, security, analytics, customer support, communications, and marketing.

These technologies may include:

Website Analytics

- Google Analytics 4 (GA4)
- Google Tag Manager
- Microsoft Clarity
- HubSpot Analytics
- Cloudflare Web Analytics

Marketing & Advertising

- Meta Pixel (Facebook Pixel)
- LinkedIn Insight Tag
- Google Ads Conversion Tracking
- Google Ads Remarketing
- Microsoft Advertising (Bing Ads)
- HubSpot Marketing
- YouTube Embedded Player Tracking

Customer Communication

- HubSpot CRM
- Live Chat platforms
- Customer Support systems
- Appointment Scheduling platforms

Security & Performance

- Cloudflare
- Content Delivery Networks (CDNs)
- Firewall services
- Website security monitoring
- Bot detection services

Embedded Content

Our website may contain embedded content from third parties including:

- YouTube
- Vimeo
- Google Maps
- Microsoft
- Social media platforms

These services may place cookies on your device when you interact with embedded content.

Each third-party provider maintains its own privacy and cookie policies. OBT does not control the cookies placed by these providers.

5. Information Collected

Cookies and similar technologies may collect:

- IP address
- Browser type
- Browser version
- Device identifiers

- Operating system
- Screen resolution
- Internet service provider
- Approximate geographic location
- Date and time of visit
- Referring website
- Search terms
- Pages viewed
- Click activity
- Session duration
- Navigation history
- Device performance information

This information is generally used in an aggregated manner to improve our Services.

6. Protected Health Information (PHI)

OBT does **not** intentionally collect Protected Health Information (PHI) through cookies or similar tracking technologies on our public websites.

Protected Health Information submitted through the secure OBT App is transmitted using encrypted communications and stored in secure systems protected by administrative, technical, and physical safeguards designed to comply with applicable HIPAA requirements.

PHI submitted through the OBT App is governed by our HIPAA & Protected Health Information (PHI) Policy.

7. Managing Cookies

Most internet browsers allow users to:

- View cookies
- Delete cookies
- Block cookies
- Restrict third-party cookies
- Configure cookie preferences
- Receive notifications before cookies are stored

Disabling certain cookies may reduce the functionality of portions of our Services.

Browser-specific instructions are available through each browser's help documentation.

8. Cookie Consent

Depending upon your location and applicable law, you may be presented with a cookie consent banner that allows you to:

- Accept all cookies
- Reject non-essential cookies
- Customize cookie preferences
- Withdraw consent at any time

Your preferences may be stored using an essential cookie.

9. Do Not Track

Some browsers transmit "Do Not Track" ("DNT") signals.

Because there is currently no universally accepted industry standard governing DNT signals, OBT does not guarantee that our Services will respond to these requests.

10. Changes to this Policy

OBT reserves the right to modify this Cookie Policy at any time to reflect changes in technology, legal requirements, regulatory guidance, or business practices.

Updated versions become effective immediately upon posting to our website.

11. Contact Information

Outcome-Based Technologies, LLC
7830 E. Gelding Drive, Suite 300
Scottsdale, Arizona 85260

Telephone: (888) 609-2563
Fax: (888) 619-5948

Email: info@obtdme.com

Website: www.obtdme.com

Questions regarding this Cookie Policy may be directed to OBT using the contact information above.