Last updated: 17 August 2023

We are committed to protecting your privacy. This policy sets out how we collect, use and store your personal information so we may render our services to you.

The Terms of Service, together with our Privacy Policy and Cookie Policy govern 4D Interactive Anatomy's relationship with you in relation to this Website (collectively: Terms). Please read them carefully. If you have any questions regarding these Terms, please use the contact us form.

Cookie Policy

1. Goals of this Cookie Policy

1.1 Our Cookie Policy has been developed to explain how we use cookies on our websites, and to demonstrate our firm commitment to protecting the privacy of your data. While cookies get a bad reputation nowadays, they are essential for delivering high quality services in most cases.

2. What are cookies?

2.1 Cookies are small pieces of information used to identify your computer which are stored by your browser on your computer's hard drive when you access a website. The cookies are then sent back to the website on each subsequent visit, allowing the site to provide its online services.

2.2 Cookies can be Session Cookies or Persistent Cookies. Session cookies allow a website to link a user's series of actions during one browser session, for example to remember the items you have added to your shopping basket. Session cookies expire after a browser session and are therefore not stored on your computer afterwards. Persistent cookies are stored on a user's computer between browser sessions and can be used to record a user's website preferences, such as language or font size.

2.3 Most web browsers automatically accept cookies, but you can change your browser's settings to prevent that if you wish. However, disabling cookies would prevent you from using some of our services.

2.4 Note that if you visit the site only to browse or learn more about our products, and not to purchase, we will not create a cookie.

2.5 The cookies used on our website are based on the International Chamber of Commerce guide for cookie categories:
- Strictly Necessary
- Performance
- Functionality
- Targeting
- Performance
- Social media
- Anonymized analytical

2.6 Technologies similar to cookies, like web beacons, pixel tags, etc. work similarly to cookies to measure activity and make decisions based on these measurements. While we might utilize such technologies provided by third parties, for the sake of simplicity, we refer to these as cookies in this policy.

3. Strictly Necessary cookies

3.1 Strictly Necessary cookies let you move around the website and use essential features like secure areas and checkout processes. These cookies don't gather any information about you that could be used for marketing or remembering where you've been on the internet.

3.2 Accepting these cookies is a condition of using the website. If you prevent these cookies we can't guarantee your security or predict how our website will perform during your visit.

4. Performance cookies

4.1 Performance cookies collect information about how you use our website e.g. which pages you visit, and if you experience any errors. These cookies don't collect any information that could identify you. All the information collected is anonymous and is only used to help us improve how our website works, understand what interests our users and measure how effective our advertising is.

4.2 In some cases, some of these cookies are managed for us by third parties, but we don't allow the third party to use the cookies for any purpose other than those listed above.

4.3 Using our site indicates that you accept the use of "Performance cookies". Accepting these cookies is a condition of using the website. So if you prevent them we cannot guarantee how our site will perform for you.

5. Functionality cookies

5.1 Functionality cookies are used to provide services or to remember settings to improve your visit.

5.2 Some of these cookies are managed for us by third parties where this is the case we don't allow the third party to use the cookies for any purpose other than those listed above.

5.3 You can control whether or not these cookies are used, but preventing them may mean we can't offer you some services, and will reduce the support we can offer you.

6. Targeting cookies

6.1 Targeting cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. If you do not allow these cookies, you will experience less targeted advertising. The third parties provide these services in return for recognising that you have visited our website.

7. Social media cookies

7.1 Social media cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. Social media cookies are linked to services provided by third parties, such as 'Like' buttons and 'Share' buttons. The third party provides these services in return for recognising that you have visited our website.

7.2 You can control whether or not these cookies are used, but preventing them may stop us from

offering you some services. All of these cookies are managed by third parties, and you may alternatively use the third parties' own tools to prevent these cookies. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies, you may not be able to use or see these sharing tools.

8. Anonymized analytical cookies:

8.1 Anonymized analytical cookies ensure that anonymous data about your surfing behavior is collected every time you visit the website. This way we can see how visitors use the website and improve on that basis.

8.2 Details about the cookies set by our websites and by third parties, including service providers acting on our behalf, are listed below. You can manage these in the cookie settings of your browser.

9. List of 4D Interactive Anatomy Cookies

9.1 We store 2 keys in your browser after logging in which are used for authenticating your access to the website. These may not be necessarily classified as cookies, but are an integral part of authenticating your access.

10. Cookies set by Third Party sites

10.1   We occasionally embed video content from websites such as YouTube. As a result, when you visit a page with content embedded from YouTube, you may be presented with cookies from these websites. 4D Interactive Anatomy does not control the dissemination of these cookies. You should check the relevant third party website for more information about these.

10.2   Hot Jar Cookie _hjIncludedInSample - This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate Heatmaps, Funnels, Recordings etc

10.3   Facebook Pixel - This is used to track user activity on the site to measure the effectiveness of advertising on Facebook and related products.

10.4   Google Analytics - _ga, gid - We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate your use of our website. Google stores the information collected by the cookie on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. How to reject or delete this cookie: http://www.google.com/intl/en/privacypolicy.html

10.5   HubSpot - HubSpot helps us track traffic to our website from different locations so we can identify the source of the traffic. We also use HubSpot for sending (marketing) emails and this cookie helps us understand if the information provided to you is relevant or not.

10.6   Cloudflare - Cloudflare is our content delivery network (CDN) provider which is used to cache images and data during your browsing sessions. Cookies from Cloudflare help identify you and load content faster when you visit our website.

10.7   Stripe - Stripe is our payments processor. When you purchase a license to our website, Stripe's checkout page is used for making the payment. Cookies from Stripe help to ensure a smooth payment process.

11. How to control and delete cookies

11.1   4D Interactive Anatomy will not use cookies to collect personally identifiable information about you. However, if you wish to restrict or block the cookies which are set by www.4danatomy.com, you can do this through your browser settings. The Help function within your browser should tell you how. For information on how to do this on the browser of your mobile phone, you will need to refer to your handset manual.

11.2   You can also manage many cookies used for online advertising via the consumer choice tools created under self-regulation programs in many countries. For example, the US-based YourAdChoices, the Canada-based AdChoices or the EU-based Your Online Choices.

11.3   Certain features in our services depend on cookies to function. For example, authentication cookies are used to identify and recognize registered users and to enable them to gain access to requested content or features. If you choose to block cookies, you cannot sign in or use certain content or features. If you choose to delete cookies, any settings and preferences dependent on those cookies will be lost.

12. More information

12.1   You can also find out more about the use of cookies and how you can remove them by going to the Interactive Advertising Bureau website http://allaboutcookies.org or http://www.cookiecentral.com.