

# TRACE

*Trial-Ready Analysis of Clinical Evidence*

## Cookie Policy

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**PUBLIC**

Charlotte, NC

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## **1. What Are Cookies**

Cookies are small text files that are placed on your device — including your computer, smartphone, or tablet — by websites you visit. These files are stored locally on your device and are used by websites to remember information about

your visit, such as your preferred settings, login status, or browsing activity within the site.

Cookies serve a variety of functions essential to the normal operation of modern websites. They enable websites to recognize returning visitors, maintain continuity across multiple pages within a single browsing session, and gather aggregate data about how visitors interact with website content. Cookies are an industry-standard technology used by virtually all websites and are broadly recognized under applicable law as a legitimate tool for website operation.

### **Session Cookies vs. Persistent Cookies**

**Session Cookies** are temporary cookies that exist only for the duration of your browser session. They are automatically deleted from your device when you close your browser. Session cookies are typically used to facilitate navigation between pages and maintain consistency during a single visit to a website.

**Persistent Cookies** remain on your device after your browser session ends, for a pre-determined period of time ranging from a few days to several years, depending on the purpose and configuration of the cookie. Persistent cookies are commonly used to remember user preferences, analyze returning visitor patterns, and support website performance analytics over time.

### **First-Party Cookies vs. Third-Party Cookies**

**First-Party Cookies** are cookies set directly by the website you are visiting — in this case, [tracelnc.com](https://tracelnc.com). These cookies are created and managed by TRACE Legal Nurse Consulting, PLLC and are used solely to support the operation of the TRACE website.

**Third-Party Cookies** are cookies set by a domain other than the website you are currently visiting. They are placed by external service providers — such as analytics platforms or social media networks — whose content or tools are embedded within or integrated with the TRACE website. TRACE does not directly control third-party cookies.



**NOTE**

Cookies do not contain personally identifiable information on their own. However, when combined with other data collected during your visit or from other sources, cookies may be used to identify individual users. TRACE uses cookie data responsibly and only to the extent described in this Cookie Policy.

## 2. How We Use Cookies

TRACE Legal Nurse Consulting, PLLC uses cookies on its website, [tracelnc.com](http://tracelnc.com), in a limited and purposeful manner consistent with the professional nature of TRACE's services. The use of cookies on the TRACE website is governed by this Cookie Policy and is subject to the broader privacy protections described in the TRACE Website Privacy Policy (P10-002).

### **TRACE Uses Cookies To:**

- **Maintain website functionality** — Essential cookies enable core website features, including page navigation, form submissions, and secure connections.
- **Analyze visitor traffic** — Analytics cookies help TRACE understand how visitors use the website, including which pages are most frequently visited and how long visitors spend on the site. This information is used in aggregate and anonymized form.
- **Remember user preferences** — Functional cookies allow the website to recall settings such as language preferences or regional configurations, providing a more consistent and personalized experience.
- **Improve website performance** — Performance data gathered via cookies allows TRACE to identify technical issues, optimize load times, and enhance the overall visitor experience.

## TRACE Does NOT Use Cookies To:

- **Collect Protected Health Information (PHI)** — The TRACE website is not a clinical platform and does not collect, store, or transmit PHI through any cookie mechanism.
- **Track users across unrelated websites for advertising purposes** — TRACE does not engage in cross-site behavioral tracking or the construction of advertising profiles based on cookie data.
- **Sell data to third parties** — TRACE does not sell, rent, or otherwise monetize visitor data collected through cookies or any other tracking technology.

### **KEY POINT**

TRACE's website is designed primarily for licensed legal professionals, attorneys, law firms, insurance carriers, and related entities seeking expert legal nurse consulting services. Cookie use on tracelnc.com is strictly limited to legitimate website operation and aggregate analytics. TRACE does not engage in behavioral advertising, retargeting campaigns, or data brokering of any kind.

## 3. Types of Cookies We Use

The following table describes the categories of cookies that may be present on tracelnc.com, the purpose of each category, their typical duration, the party responsible for setting them, and whether they can be disabled by the user.

Cookie Type	Purpose	Duration	Provider	Can Be Disabled?
<b>Essential / Strictly Necessary</b>	Required for basic website functions; cannot be disabled without breaking the	Session	TRACE (first-party)	No — required for site operation

Cookie Type	Purpose	Duration	Provider	Can Be Disabled?
	site. Includes security, navigation, and session management.			
<b>Analytics &amp; Performance</b>	Measure website traffic and visitor behavior using aggregate, anonymized data. Helps TRACE understand visitor engagement and improve content.	Up to 2 years	Google Analytics (third-party)	Yes — via browser settings or opt-out tool at <a href="https://tools.google.com/dlpage/gaoptout">tools.google.com/dlpage/gaoptout</a>
<b>Functional</b>	Remember user preferences and settings (e.g., language, region) to provide a more consistent and personalized experience across sessions.	Up to 1 year	TRACE (first-party)	Yes — may affect website functionality if disabled
<b>Marketing / Targeting</b>	Track website visitors for targeted advertising and professional outreach (LinkedIn Insight Tag, if active). Used to measure campaign effectiveness.	Up to 90 days	LinkedIn (third-party)	Yes — via LinkedIn opt-out: <a href="https://linkedin.com/legal/cookie-policy">linkedin.com/legal/cookie-policy</a>

 **NOTE**

TRACE does not currently operate a cookie consent banner or pop-up mechanism. By continuing to use tracelnc.com after reviewing this policy, you consent to the use of cookies as described herein. Users who do not wish to accept cookies may manage or disable them through their browser settings as described in Section 6 of this policy.

#### **4. Third-Party Cookies**

When you visit tracelnc.com, certain third-party service providers whose tools, plugins, or content are integrated into or embedded within the TRACE website may set their own cookies on your device. These third-party cookies are not set or controlled by TRACE Legal Nurse Consulting, PLLC.

##### **Third-Party Services That May Set Cookies on tracelnc.com**

- **Google Analytics** — Used to track aggregate website traffic and visitor behavior. Google Analytics cookies collect anonymized data to help TRACE understand how the website is used.
- **LinkedIn (LinkedIn Insight Tag)** — If social sharing features or professional network integrations are active on the TRACE website, LinkedIn may set cookies to measure campaign effectiveness and enable professional audience targeting.
- **Embedded Video Players** — If video content is embedded within any page of tracelnc.com (e.g., from YouTube or Vimeo), those platforms may set cookies when you interact with or view the embedded content.
- **Website Hosting Provider Security Tools** — TRACE's website hosting provider may deploy security and performance tools (such as DDoS protection or content delivery networks) that set functional cookies to ensure website stability and protect against malicious traffic.

## User Responsibility Regarding Third-Party Cookies

TRACE does not control the data collection practices, cookie behavior, or privacy policies of third-party service providers. Users who wish to limit third-party cookie activity are encouraged to review the privacy and cookie policies of each respective third-party provider and to utilize the opt-out mechanisms available through those providers or through browser settings.

For reference, users may review the following resources:

- **Google Analytics Opt-Out:** [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout)
- **LinkedIn Cookie Policy:** [linkedin.com/legal/cookie-policy](https://linkedin.com/legal/cookie-policy)

### CRITICAL

Third-party cookies are governed exclusively by the respective third party's own privacy and cookie policy — not by TRACE's Cookie Policy. TRACE Legal Nurse Consulting, PLLC makes no representations, warranties, or guarantees regarding the data practices of third-party service providers and assumes no responsibility or liability for the data collection, storage, or processing activities conducted by such third parties through their cookies or related technologies.

## 5. Cookie Duration

The duration for which a cookie remains on your device depends on whether it is classified as a session cookie or a persistent cookie. TRACE uses both types of cookies on [tracelnc.com](https://tracelnc.com), and each serves a distinct operational purpose.

### Session Cookies

Session cookies are temporary in nature and exist only for the duration of your active browser session. These cookies are automatically deleted from your device the moment you close your web browser. Session cookies do not persist beyond a single visit and do not accumulate historical data on your device across multiple visits. On [tracelnc.com](https://tracelnc.com), session cookies are used primarily to support website

navigation continuity, maintain the integrity of form submissions, and support basic security functions during your visit.

## **Persistent Cookies**

Persistent cookies remain stored on your device after your browser session ends, for a defined period of time that is set at the time the cookie is placed. This period may range from a few days to up to two years, depending on the purpose of the specific cookie. Persistent cookies are not permanent; they either expire automatically after their defined duration or can be manually deleted by the user through browser settings at any time.

On tracelnc.com, persistent cookies are used for the following purposes:

- **Analytics and traffic measurement** — To recognize returning visitors in aggregate (not as individuals) and to understand website usage patterns over time. Analytics cookies set by Google Analytics may persist for up to two (2) years.
- **Preference memory** — To recall user-selected preferences, such as language or regional settings, across multiple sessions. Functional preference cookies may persist for up to one (1) year.
- **Professional marketing measurement** — If LinkedIn Insight Tag is active, cookies may persist for up to ninety (90) days to measure professional audience engagement with TRACE's digital presence.

The specific durations applicable to each category of cookie used on tracelnc.com are noted in the cookie table provided in Section 3 of this policy.

## **6. Managing Cookie Preferences**

Users have the right and ability to manage, restrict, or delete cookies placed on their devices at any time. Most modern web browsers provide built-in tools that allow users to view cookies currently stored on their device, block cookies from specific websites or all websites, and delete all or selected cookies. Changes made through browser settings apply to all websites visited using that browser and may affect functionality on tracelnc.com and other sites.

The following table provides guidance for managing cookies in the most commonly used web browsers:

<b>Browser</b>	<b>How to Manage Cookies</b>	<b>Official Resource</b>
<b>Google Chrome</b>	Settings → Privacy and Security → Cookies and Other Site Data	<a href="https://support.google.com/chrome">support.google.com/chrome</a>
<b>Mozilla Firefox</b>	Options → Privacy & Security → Cookies and Site Data	<a href="https://support.mozilla.org">support.mozilla.org</a>
<b>Apple Safari</b>	Preferences → Privacy → Manage Website Data	<a href="https://support.apple.com">support.apple.com</a>
<b>Microsoft Edge</b>	Settings → Cookies and Site Permissions → Cookies and Site Data	<a href="https://support.microsoft.com/microsoft-edge">support.microsoft.com/microsoft-edge</a>
<b>Opera</b>	Settings → Advanced → Privacy & Security → Site Settings → Cookies	<a href="https://help.opera.com">help.opera.com</a>

 **NOTE**

Disabling all cookies may affect the functionality of [tracelnc.com](https://tracelnc.com) and other websites. Essential (strictly necessary) cookies are required for basic site operation and cannot be disabled without meaningfully impacting your experience on [tracelnc.com](https://tracelnc.com), including the ability to navigate between pages, submit contact forms, or use secure features of the website. TRACE recommends allowing essential cookies while using browser controls or third-party opt-out tools to manage non-essential cookie categories.

## 7. Do Not Track Signals

Some web browsers include a "Do Not Track" (DNT) feature that, when enabled, sends a signal to websites requesting that they do not track your browsing activity. The DNT signal is a privacy preference that users can activate in their browser settings to indicate that they prefer not to be tracked across websites for behavioral advertising or analytics purposes.

TRACE Legal Nurse Consulting, PLLC's website at [tracelnc.com](http://tracelnc.com) does **not currently respond** to Do Not Track signals transmitted by web browsers. This limitation exists because the digital advertising and web analytics industry has not established a universally adopted technical standard for recognizing, interpreting, or honoring DNT signals in a consistent manner. As a result, TRACE cannot guarantee that a DNT signal transmitted by your browser will be processed or acted upon by all technologies operating on or integrated with [tracelnc.com](http://tracelnc.com), including third-party analytics and marketing tools.

Regardless of your browser's DNT settings, TRACE affirms the following commitments:

- TRACE does **not sell** personal data collected through [tracelnc.com](http://tracelnc.com) to any third party, whether or not a DNT signal is detected.
- TRACE does **not engage** in cross-site behavioral tracking or the development of personal advertising profiles based on visitor data.
- TRACE **limits** the use of cookie-derived data to the legitimate operational and analytics purposes described in this Cookie Policy.

 **NOTE**

The digital advertising and technology industry has not established a universal standard for responding to Do Not Track signals. TRACE monitors regulatory and industry developments in this area and will update this Cookie Policy if a recognized standard for DNT signal recognition is adopted or if applicable law requires TRACE to honor such signals. Users seeking to limit tracking are encouraged to manage cookies directly through browser settings as described in Section 6 of this policy.

## 8. Updates to Cookie Policy

TRACE Legal Nurse Consulting, PLLC reserves the right to update, amend, or replace this Cookie Policy at any time and at its sole discretion. Updates may be made to reflect changes in technology, applicable law or regulatory requirements, the

introduction of new website features or third-party integrations, or evolving best practices in data privacy and cookie governance.

When this Cookie Policy is updated, the revised version will be posted to [tracelnc.com](http://tracelnc.com), and the "Effective" date appearing on the cover of this document and on the website will be updated to reflect the date on which the revised policy takes effect. Changes to this Cookie Policy are effective upon posting to the TRACE website unless otherwise stated.

Your continued use of [tracelnc.com](http://tracelnc.com) following the posting of any updates to this Cookie Policy constitutes your acceptance of those changes. TRACE encourages all visitors to review this Cookie Policy periodically — and prior to each visit if you have concerns about cookie use — to remain informed about how TRACE uses cookies and how your preferences can be managed.

If TRACE makes material changes to the categories of cookies used, the third-party service providers engaged, or the purposes for which cookie data is processed, TRACE will use reasonable efforts to communicate such changes through a prominent notice on the TRACE website prior to the changes taking effect.

## **9. Contact Information**

If you have questions, concerns, or requests regarding this Cookie Policy or TRACE's use of cookies on [tracelnc.com](http://tracelnc.com), please contact TRACE Legal Nurse Consulting, PLLC directly using the information below.

TRACE Legal Nurse Consulting, PLLC

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&

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TRACE will endeavor to respond to all legitimate cookie-related inquiries in a timely and thorough manner. If you believe that TRACE's use of cookies is inconsistent with this policy or with applicable law, please contact TRACE so that the matter may be investigated and addressed.

## 10. Cross-Reference Table

This Cookie Policy is one component of the broader suite of legal and governance documents maintained by TRACE Legal Nurse Consulting, PLLC. The following table identifies related TRACE policy documents and their relationship to this Cookie Policy.

Document	Doc ID	Relationship
Website Privacy Policy	P10-002	Companion privacy framework governing the collection, use, and protection of personal information on tracelnc.com
Website Terms of Use	P10-003	Full legal terms and conditions governing the use of the TRACE website, including user obligations and limitations of liability
Website Disclaimers	P10-005	General disclaimer provisions applicable to

Document	Doc ID	Relationship
		all content published on tracelnc.com, including professional and legal disclaimers
Accessibility Statement	P10-006	TRACE's commitment to website accessibility and the steps taken to ensure tracelnc.com is usable by individuals with disabilities
HIPAA Privacy Policy	P3-001	Governing document for the handling, storage, and protection of Protected Health Information (PHI) in accordance with HIPAA requirements
AI Transparency Statement	P5-002	Disclosure of TRACE's use of artificial intelligence tools in service delivery, including limitations and safeguards applicable to AI-assisted work product

**11. Document History**

The following table records the version history of this Cookie Policy, including all revisions since initial release.

Version	Date	Author	Changes
1.0	June 2026	Sabrina Ritchie, AGNP-BC, PMHNP-BC	Initial release — comprehensive Cookie Policy established for tracelnc.com covering all cookie categories, third-party services, user controls, and governance framework

**Sabrina Ritchie, AGNP-BC, PMHNP-BC**

**Charlotte, NC**

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