

Cookie Policy

This website is created to provide information about our company, products and services. This Cookie Policy applies only to this website and describes how and why we use cookies.

DATA PRIVACY - How we use cookies on novonordisk.com

1. What are cookies?

We collect information that can help us improve our website. We ask for your consent to collect this information when you enter the website. All information collected automatically on your consent is stored in an aggregate form and cannot be used to identify you as a specific individual.

A cookie is a text file that is placed by the server of a website in the browser of your computer or on your mobile device when you visit the website.

The cookie contains a unique code that allows Novo Nordisk to recognize your browser during your visit to our website (called a "session" cookie), or later at repeated visits (called "persistent" cookie).

Each cookie is unique to your web browser. Cookies may be placed by the server of the website you are visiting or by partners that cooperate with the website, so called "third party cookies".

Cookies generally make the interaction between the user and the website easier and faster and help the user to navigate between the different parts of a website. Cookies may also be used to make the content of the website more relevant for the visitor and to adapt it to his personal tastes and needs.

2. Use of cookies on novonordisk.com

The owner of novonordisk.com is:

Novo Nordisk A/S
Novo Alle 1
DK-2880 Bagsvaerd
Denmark
Tel. + 45 4444 8888

Novo Nordisk uses cookies to enhance the functionality of the website by storing your preferences. On novonordisk.com, we use necessary cookies, functional/preference cookies, statistical cookies and marketing cookies.

The use of statistical, functional and marketing cookies on novonordisk.com require consent from the user. The user may at any time withdraw their consent to use cookies. See section 5 of this Cookie Policy for information about cookie management and deletion of cookies.

[See the full list of cookies on novonordisk.com](#)

Necessary cookies

These cookies are necessary for the website to function and cannot be switched off in this website. They are usually only set in response to a request made by you, such as setting your privacy preferences, logging in or filling out forms. These cookies do not store any personally identifiable information.

Analytical/statistical cookies

We use analytical cookies to collect information about the use of our website, with the intention to improve the content, to match it to the wishes of the visitors, and to increase the serviceability.

Data we collect:

- Cookie consent (do you allow us to place cookies on your device)
- Visitor ID (provided by a cookie we place on your device)
- IP address (device address on the internet used for statistical purposes only)
- Referrer (i.e. where you came from, e.g. google.com)
- Location, date, and time of visit (e.g. United Kingdom, xx/xx/xxxx, 12.00 PM)
- Information about the device you visit from (e.g. operating system, browser etc.)
- File downloads and content shared on social media or other available platforms (e.g. share buttons)

Marketing cookies

We use marketing cookies to offer you personalized and more relevant advertisements, to determine how many times a specific ad has already been shown, to calculate the effectiveness of a particular advertising campaign, to track data about previous visits and to share collected data with third parties involved, such as advertisers. They are used on the website and placed on your device by third parties.

3. Third party cookies

We may use third party cookies, which are cookies that are placed in the user's browser by a third party that is not Novo Nordisk.

The data, which is collected using third party cookies will not be available to Novo Nordisk but will only be collected and used by the third party for their own purposes. Novo Nordisk may e.g. embed photos and video content from websites such as YouTube. As a result, when you visit a Novo Nordisk website with content embedded from other websites, you may be presented with cookies from these websites. Novo Nordisk does not control the dissemination of these cookies. You should check the relevant third party website for more information about their use of cookies.

Novonordisk.com uses "share" buttons to enable users to easily share our content with friends through a number of popular social networks. These sites may set a cookie when you are also logged in to their service. Novo Nordisk does not control the dissemination of these cookies and you should check the relevant third party website for more information about their use of cookies.

4. Cookies used on our website

We use the cookies that are described in detail via the cookie banner on novonordisk.com.

In the [cookie list](#) you can find information about who is setting the cookie, the cookie name and which type of cookie they are (1st, 2nd or 3rd party cookie).

5. Cookie management

You must indicate if you allow cookies to be placed on your device or disable the use of certain types of cookies.

If you do not accept the use of certain cookies, some features of the site may not work, or you may not be able to use certain services on the website.

If you wish to restrict or block the use of cookies, you must indicate your preferences via the cookie banner shown on the website. You may also restrict the use of cookies through your browser settings. The Help function within your browser should tell you how.

Alternatively, you may wish to visit www.aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your computer as well as more general information about cookies. For information on how to do this on the browser of your mobile phone you will need to refer to your handset manual.

Please be aware that restricting cookies may impact the functionality of novonordisk.com.

6. Data privacy

When you accept cookies for analytics, we collect data such as for example general information about your computer and its location as well as the website you came from.

This information cannot be used to identify you as an individual. This information is only used in aggregate form to inform us where our visitors come from, what they look at and act on, and where the most time is spent.

Whenever we ask you for any personally identifiable information that can be used to identify you as an individual, we will ask for your consent and we will always provide an explanation as to why we collect the information, how we collect it, how we store it and how we plan on treating and using it.

We will only collect and store personally identifiable information for the purpose stated during the collecting process. When we finish processing your information for the stated purpose(s), we will erase and destroy it to ensure your privacy.

Some data are collected by using cookies based on our legitimate interest in and for the purpose of improvement of our website and your user experience, statistical purposes for our website, functional purposes for use of our website and to enable us to optimise the use of our website for marking and retargeting purposes.

For each type of cookie used to collect personal data for specified purposes, Novo Nordisk will only process the personal data collected via cookies for the specific purposes for which you have provided your consent in the cookie banner.

All your personal data will be treated in confidence and will only be used in compliance with the purposes stated above.

Novo Nordisk may engage third party service provider and they will have access to and process your personal data and we may transfer personal data to other Novo Nordisk group entities.

If a third party provider processes your personal data outside the EU/EEA, this will take place based on the EU Commission's Standard Contractual Clauses and the transfer to other Novo Nordisk group entities outside the EU/EEA will be based on Novo Nordisk's Binding Corporate Rules.

According to the data protection rules you have the following rights. To exercise these rights, please contact Novo Nordisk on privacy@novonordisk.com.

- You can get an overview of what personal data we have about you;
- You can get a copy of your personal data in a structured, commonly used and machine-readable format;
- You can get an update or correction to your personal data;
- You can have your personal data deleted or destroyed;
- You can have us stop or limit processing of your personal data;
- If you have given consent for us to process your personal data, you can withdraw your consent at any time. Your withdrawal will not affect the lawfulness of the processing carried out before you withdrew your consent;
- You can submit a complaint about how we process your personal data to a Data Protection Authority.

Under applicable law, there may be limits on these rights depending on the specific circumstances of the processing activity. Contact us as described in Section 1 with questions or requests relating to these rights.

Who to contact

Contact us if you:

- have any questions about this policy or other privacy notices on this website
- want to obtain insight in any personal data held about you, or
- have any concerns regarding Novo Nordisk's use of your personal data

Please contact us via our privacy mailbox privacy@novonordisk.com or reach us by telephone +45 4444 8888.