

bluebird bio Cookie Notice

This “Cookie Notice” explains how bluebird bio, Inc. (“bluebird”, “we”, “us” or “our”) uses cookies and similar tracking technologies when you visit any website(s) on which we post this Cookie Notice (the “Sites”).

What are cookies?

Cookies are small data files that are placed on your computer when you visit a site. Cookies serve different purposes, like helping us understand how a site is being used, letting you navigate between pages efficiently, remembering your preferences and generally improving your browsing experience.

Who places cookies on my device?

Cookies set by the site you visit are called “first party cookies”. Cookies set by parties other than us are called “third party cookies”. Third party cookies enable third party features or functionality within the site, such as site analytics, advertising, and social media features. The parties that set these third-party cookies can recognize your computer or device both when it visits the site in question and also when it visits certain other sites and/or mobile apps. We do not control how these third parties use your information, which is subject to their own privacy policies. **See below** for details on use of third party cookies and similar technologies with our Sites.

How long will cookies stay on my device?

The length of time a cookie will stay on your device depends on whether it is a “persistent” or “session” cookie. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your browsing device after you have finished browsing until they expire or are deleted.

What other tracking technologies should I know about?

Cookies are not the only way to track visitors to a site or app. Companies use tiny graphics files with unique identifiers called beacons (and also “pixels” or “clear gifs”) to recognize when someone visits its sites. These technologies often depend on cookies to function properly, and so disabling cookies may impair their functioning.

What types of cookies and similar tracking technologies does bluebird bio use?

We use cookies and other tracking technologies in the following categories described in the table below.

Type	Description	Who Serves The Cookies (Link To Privacy Policy/Site)	How To Control Them
<i>Advertising / Marketing</i>	These cookies are used by advertising companies to collect information about how you use our Services and other websites over time. These companies use this information to show you ads they believe will be relevant to you within our Services and elsewhere, and to measure how the ads perform.	<p><u>Facebook</u></p> <p><u>Google Doubleclick</u></p> <p><u>Google AdWords</u></p> <p><u>Quantcast</u></p>	See 'your choices' below.
<i>Analytics</i>	These cookies help us understand how our Sites are performing and being used. These cookies may work with clear gifs included in emails we send to track which emails are opened and which links are clicked by recipients.	<p><u>Google Analytics</u></p> <p><u>Hotjar</u></p> <p><u>Pinterest</u></p> <p><u>KTracker</u></p> <p><u>Mouseflow</u></p>	<p>See 'your choices' below. Google Analytics uses its own cookies. You can find out more information about Google Analytics cookies <u>here</u> and about how Google protects your data <u>here</u>. You can prevent the use of Google Analytics relating to your use of our Sites by downloading and installing a browser plugin available <u>here</u>.</p> <p>You may disable cookies in your browser settings as described below, but certain features of the Sites may not work without them.</p>
<i>Essential</i>	These cookies are essential to provide you with our Sites and to enable you to use some of their features. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to	<p><u>Typekit by Adobe</u></p> <p><u>Google AJAX Search API</u></p> <p><u>Google Tag Manage</u></p>	You may disable cookies in your browser settings as described below, but certain features of the Sites may not work without them.

	provide you with those services.		
<i>Functionality / Performance</i>	Enhance the performance and functionality of our Sites.	<u>Ipinfo</u>	You may disable cookies in your browser settings as described below, but certain features of the Sites may not work without them.

Flash Technology

We may use Flash cookies (which are also known as Flash Local Shared Object (“LSOs”) on our Sites to collect and store information about your use of our Sites. Unlike other cookies, Flash cookies cannot be removed or rejected via your browser settings. If you do not want Flash cookies stored on your computer or mobile device, you can adjust the settings of your Flash player to block Flash LSO storage using the tools contained in the Website Storage Settings Panel at [this website](#). You can also control Flash LSOs by going to the Global Storage Settings Panel at [this website](#) and following the instructions. Please note that setting the Flash Player to restrict or limit acceptance of Flash LSOs may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our Sites.

Pixel tags

We may also use pixel tags (which are also known as web beacons and clear GIFs) on our Sites to track the actions of users on our Sites. Unlike cookies, which are stored on the hard drive of your computer or mobile device by a website, pixel tags are embedded invisibly on webpages. Pixel tags measure the success of our marketing campaigns and compile statistics about usage of the Site, so that we can manage our content more effectively.

Your choices

Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please refer to <http://www.allaboutcookies.org/manage-cookies/index.html> for information on commonly used browsers. Please note that if you set your browser to disable cookies, the Sites may not work properly.

For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org.

For more information about how we collect, use and share your information, see our [Privacy Policy](#).

Changes

Information about the cookies we use may be updated from time to time, so please check back

on a regular basis for any changes.

Questions

If you have any questions about this Cookie Notice, please contact us by email at privacy@bluebirdbio.com.

Last modified February 2019