

## **Cookies- what are they?**

Cookie is a small text file which is saved to your computer or mobile device by the website you are browsing. For certain period of time, the website stores information such as language, font and different set up of visual display so that you do not have to enter these data again when visiting the website.

## **How do the cookies work?**

This site uses cookies to remember users' set up, their identification, optimisation and personalisation of user's visit on this website or different websites and networks we manage, analysis of information about the users' visits on the website, improvement of multi-channel communication. Cookies are also used as the best way how to identify our target group with aim to modify the content and improve our activity accordingly.

## **There are following types of cookies:**

(a) cookies which are temporarily stored in your computer or device during browsing. When browsing is finished, cookies are removed.

(b) permanent cookies stored in your computer for longer period of time. These permanent cookies might be removed by users.

It is possible that „permanent cookies“ are used on several spots of the website. These data help us to identify individual groups of people visiting our website. So called third party cookies are used for analysis of traffic information.

All the cookies are controlled by our website. Cookies contain only identification numbers of visitors.

So called traffic information as IP address, location, date and time of visits and activity on the website may be stored in application of the third person on the basis of identification.

## **User's consent with using cookies**

As a user, by visiting and browsing this website, you agree with using and saving cookies into your browser. Regarding that, you were informed when first visiting the site and you manifest your consent by subsequent browsing the site. If you do not agree with using cookies, you need to remove or block the cookies. If you refuse the cookies, you are still allowed to visit the site, but several functions do not have to operate correctly.

Using cookies does not breach the Act. No.122/2013 Coll. on protection of personal data. Providing personal data is not obligatory. Cookies only allow storing of unique identification that enables us to repeatedly load your profile and prefix of users when visiting the website again. In accordance with Act. No. 122/2013 Coll. on protection of

personal data, in line with Act. No. 351/2011 Coll. on electronic telecommunications as amended as well as in line with Act. No. 147/2001 Coll. on advertisement as amended, eventual personal data are provided to authorised employees- entitled persons on the basis of our instructions and in line with our rules of protection of personal data and other relevant measures related to confidentiality and security.

### **How to control cookies?**

You may control and/or remove cookies- see [aboutcookies.org](http://aboutcookies.org) for more information. You can remove all cookies stored in your computer and set up most of your browser to disable saving cookies. In such case, there is a probability you need to manually modify several settings every time you visit the website and some services and functions will not operate.

In browser's assistant you can find out how to set up your browser to not accept new cookies or to notify you about the using cookies or how to bloc all the cookies. We recommend you to let the cookies be fully operated. They do not cause any harm at your computer and contain no viruses.

Majority of browsers provides with possibility of configurations of setting, i. e. browsers usually contain functions, e. g. admission of cookies, displaying of cookies, blocking cookies etc.

You could find more information on following websites:

- [www.allaboutcookies.org](http://www.allaboutcookies.org)
- [www.cnil.fr](http://www.cnil.fr)
- [support.microsoft.com](http://support.microsoft.com)
- [support.mozilla.org](http://support.mozilla.org)
- [support.google.com](http://support.google.com)

We use cookies to adjust content and advertisements to our visitors.

We provide information collected via cookies to partners from the area of social networks, media, advertisement and analysis.

Company Google is one from the partners. To find out more how Google uses the provided data, click [here](#). We use Google service called Google Analytics.

The user may simply deactivate the advertising functions of Google Analytics. You can find current possibilities for deactivation of Google Analytics services [here](#).

Within Google AdWords service, we use following functions: remarketing, audience according to interests, own audience according to interests, audience according to interests to buy, similar segments of the audience, demographic and geographic targeting.

We use remarketing or function Similar audiences within the online advertisement, especially for promotion of own content.

Suppliers of the third party (including Google) display our advertisements on the website over the internet.

Suppliers of the third party (including Google) use cookies for displaying the advertisements on the basis of former visits of user on our website.

The user may invalidate using of cookies by Google by visiting the Google website: Prefixes of advertisements. To deactivate cookies of the suppliers of the third party, the user may also visit the website of [Network Advertising Initiative](#) for deactivation of cookies.

The user may deactivate using of cookies DoubleClick by visiting the website to deactivate cookies DoubleClick or website Network Advertising Initiative for deactivation of cookies.