

What are “cookies”?

“Cookies” are small data files used as unique identifiers. Each cookie is unique to your web browser. A cookie contains anonymous information and is sent from the server of the website you are visiting to your computer or mobile phone. It will be stored on your device, and only that server will be able to retrieve or read the contents of the cookie. The cookies that are sent may also be returned to the website’s servers with updated data during your browsing session. The vast majority of websites use cookies.

Cookies may be set by the website you are visiting (“first-party cookies”) or by an organization that does not own the website you are viewing (“third-party cookies”). For example, they may be set by other websites that run content on the page you are viewing, or by an independent analytics company. The website you are visiting may also include embedded content from other sites, which can also set their own cookies. Websites may use third-party advertising networks to deliver targeted advertising. These cookies may be able to track your browsing across different websites.

Types of cookies

Cookies can be divided according to who places them on your web browser, i.e.:

FIRST PARTY COOKIE

- valid only within the domain of the website you are visiting. These cookies are generally considered more secure.

THIRD PARTY COOKIE

- placed by a script from another domain. These allow tracking of users across domains. They are often used to evaluate the effectiveness of advertising channels.

These websites use two types of cookies:

SESSION COOKIES

- stored temporarily during a browsing session and deleted from your device once you close the browser.

PERSISTENT COOKIES

- stored on your computer for a fixed period of time, depending on your browser and cookie settings (usually a month, a year, or longer). These are not deleted when you close your browser. Persistent cookies are used to recognize you from one browsing session to the next, for example by remembering your preferences for future visits. You can also delete them manually.

COOKIE POLICY



How do we use cookies?

We use cookies to improve your user experience by enabling websites to recognize you either during your visit (through session cookies) or for repeat visits (through persistent cookies). The cookies we use may:

- be strictly necessary for navigating the site or providing certain basic functions;
- enhance the functionality of our website by remembering your preferences (e.g. username or language choice) to deliver a personalized experience;
- help us improve the performance of our website, offering a better user experience. The information collected by these cookies is anonymous and helps us understand how visitors use our website so we can improve the way we present our content. These services are generally provided by independent analytics companies, so in these cases, cookies may be third-party.

Without cookies, our website would treat you as a new visitor each time you moved to a different page — for example, when you enter login details and then go to another page, the site would not recognize you and you would not stay logged in.

We need to use cookies to maintain the efficiency of our website and provide you with a user-friendly environment. Therefore, strictly necessary technical cookies cannot be disabled individually, and by continuing to browse our website and use our online services, you agree that we may place these cookies on your device.

Our website also uses cookies for behaviorally targeted advertising, which allows us to tailor ads to you so they are more relevant, based on the areas of our website you view and the geographic location of your IP address. These cookies are placed by third-party advertising networks with our consent.

What we use cookies for:

On our website, we use the following cookies:

NECESSARY first-party, session cookies	ANALYTICS first-party, persistent cookies	MARKETING both first-party and third-party
<ul style="list-style-type: none">▪ They provide the basic technical functionality of the site, e.g. login, saving settings, and using services.	<ul style="list-style-type: none">▪ Used to generate anonymous statistics about site usage. (e.g. Google Analytics)	<ul style="list-style-type: none">▪ Used for behaviorally targeted advertising based on user interests. Since ads are the main revenue stream for the website and its content creation, we aim to display offers that may actually interest the user/reader.

COOKIE POLICY



Important: We never place sensitive or personal data into cookies. None of the cookies we create can lead to the individual identification of the user/reader; the data collected is anonymous.

Third-party websites

If you use our partners' websites, cookies may be set by the websites you visit. These sites are not operated by us, and we have no control over the distribution of such cookies. For more information about these cookies, please see the respective third-party websites.

We use Google Analytics

This site uses Google Analytics, a service provided by Google, Inc. ("Google"). Google Analytics uses cookies. The information about your use of the site, along with the cookie content, will be transmitted to and stored by Google on servers in the United States. Google will use this information to evaluate your use of the site, compile reports on website activity for its operators, and provide other services related to site activity and internet usage. Google may also transfer this information to third parties if required by law, or if such third parties process the information on Google's behalf.

Google Analytics is extended by related advertising features provided by Google, namely:

- reports on views within the Google Display Network,
- remarketing (displaying ads on the content network based on viewed products),
- advanced demographic reports (reporting anonymous demographic data).

More information about data processing and usage can be found in Google's terms (<https://policies.google.com/technologies/partner-sites?hl=en>).

We use advertising partners' cookies

Google:

Through the DoubleClick cookie, Google and its partners can display ads to users based on their visits to our site and other websites across the internet. You can opt out of the DoubleClick cookie for interest-based advertising via the [Ads Preferences Manager](#).

Facebook

Facebook complies with the Self-Regulatory Principles for Online Behavioral Advertising and participates in programs offering the option to opt out of such advertising. You can opt out for all participating companies via these sites:

[Digital Advertising Alliance](#)

[Digital Advertising Alliance of Canada](#)

[European Interactive Digital Advertising Alliance](#)

COOKIE POLICY



Seznam.cz

Seznam.cz uses cookies for behaviorally targeted advertising. Behavioral advertising displays ads on websites depending on users' internet behavior (topics of visited websites) with the goal of showing only ads that could be relevant to the specific user. Behavioral advertising works with information stored in browser cookies. The data stored in these files is later divided into several characteristic groups (e.g., Auto/Moto, women's sites, etc.). For example, a football fan who regularly checks match results should not see ads for ballet classes.

[Opting out of Seznam.cz behavioral advertising](#)

Changing your cookie settings

If you wish to adjust your cookie settings on this site, click on the bar at the bottom of the page and go to the Settings tab, where you can enable/disable individual cookies as you wish.