

1. What are cookies

Cookies are short text files created by a web server and stored on your computer via your browser. When you return to the same website later, the browser sends the stored cookie back and the server receives all the information he previously stored with you. Cookies are used by the vast majority of websites.

2. How cookies are divided

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

1. First party cookie - their validity is limited to the domain of the website you are viewing. These cookies are considered to be safer.
2. Third party cookie - these are placed by a script from another domain. This allows users to be tracked across domains. They are often used to evaluate the effectiveness of advertising channels.

According to their durability, cookies can be divided into:

1. Short-term (session cookies) - they are deleted from your computer when you close your browser
2. Long-term (persistent cookies) - they remain after the browser is closed retained, they will only be deleted after a very long period of time (this depends on your browser and cookie settings). You can also delete them manually.

The use of cookies can be categorised as follows:

1. Technical - these cookies are needed for the proper functioning of the website, security, correct display on your computer or mobile phone, functioning filling out and submitting forms, etc. Technical cookies cannot be turned off because the website would no longer function properly.
2. Analytical and performance - analytical and performance cookies allow us to measure the performance of our website and our advertising campaigns.

We use them to determine the number of visits and sources of visits to our website. The data collected by these cookies we process in aggregate, without using identifiers that point to specific users of our website. The more people who have statistical cookies enabled, the better we can optimize our site to more match what people are doing on the site.

3. Personalised and advertising - by using personalised cookies, we won't have to ask you for the same information over and over again, or we can offer you products based on your interests or tailor content directly to you. Advertising cookies are used by us or our partners to remind you of offers you've viewed on our site and elsewhere on the internet: on Facebook, Google or even on Seznam. With this consent, you will not see more ads, but you'll mainly see ads that match your search. You can withdraw your consent to these cookies at any time.

3. What do we use cookies for?

We use the following cookies on our website:

1. Technical - first parties, short term. They ensure the basic technical functionality of the website, i.e. login, use of services, etc.

We never place sensitive or personal data in cookies. We may place a user ID in cookies, but this does not allow third parties to identify a specific person.

4. How can I adjust the use of cookies?

Deleting

You can delete cookies in your browser - usually there is a "History" of visited pages.

Blocking

Browsers allow you to block the placement of cookies on your computer. In this case, however, the functionality of this website will be limited. For information on how to set your browser to store cookies, please visit the provider of the specific browser:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Android](#) - different browsers

For more information about cookies and their use, please visit <https://www.aboutcookies.org/>.

