

Name of the cookie file	Purpose of the cookie file	Recorded data	Method of providing data	Validity of a cookie file	Cookie provider privacy policy
Facebook Custom Audience	This cookie allows us to create customized lists of current customers. This allows us to distribute relevant ads to different lists of users based on interests specific to the audience in each list.	<p>Anonymous: displaying ads, analytics, browser data, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain</p> <p>Personal information: name, address, phone number, email address, placement-based information, device ID, sensitive (financial) information</p>	We share anonymous and aggregated data with advertisers, analytics, metrics providers, providers and partners who support Facebook's activity (for example, technical infrastructure related service providers, analytics of ad usage, measurement of advertising effectiveness, customer service providers and payment solutions or organizations performing scientific research.	The cookie provider does not share the data.	https://www.facebook.com/full_data_use_policy
Facebook Pixel	Facebook Pixel is an analytical tool that helps us measure the effectiveness of our ads by reporting activities made by visitors of our site.	<p>Anonymous: displaying ads, analytics, browser data, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain</p> <p>Personal information: name, address, phone number, email address, placement-based information, device ID, sensitive (financial) information</p>	We obtain anonymous data from advertising and analytics service providers, metric solutions and other services (eg, from technical, infrastructure, or analytical partners).	The cookie provider does not share the data.	https://www.facebook.com/full_data_use_policy

<p>Google Adwords User Lists</p>	<p>This cookie allows us to create, use and manage a digital ad.</p>	<p>Anonymous: displaying ads, analytics, browser data, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain, pseudonymous search history</p> <p>Personal information: name, address, login name, IP address, location-based data, unique ID</p>	<p>Aggregate data is provided to third parties. Anonymous data is provided to third parties. Personal data is provided to third parties. Sensitive data is provided to third parties.</p>	<p>2 years</p>	<p>http://www.google.com/intl/en/policies/privacy/</p>
<p>Google Analytics</p>	<p>Google Analytics is a web analytics service provided by Google, Inc. This service uses cookies to perform user activity analyzes on our site. Google uses this information to evaluate the ways in which you use our website to compile reports on web activities and to provide other services related to web activities and the use of the Internet.</p>	<p>Anonymous: displaying ads, analytics, browser data, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain</p> <p>Personal information: IP address, browser history, location based data, device ID, name, address, phone number, e-mail address, user name, IP address, unique ID</p>	<p>Aggregate data is provided to third parties. Anonymous data is provided to third parties. Personal data is provided to third parties.</p>	<p>This is a permanent cookie that expires in 2 years. With every further visit, its validity will resume for another 2 years.</p>	<p>http://www.google.com/intl/en/policies/privacy/</p>

<p>Google Tag Manager</p>	<p>This cookie is related to sites that use Google Tag Manager to retrieve additional scripts and codes into pages. These are the type of cookies that help us sort information on our site and mark them in a way that makes it easier to search for them in the future.</p>	<p>Anonymous: displaying ads, analytics, browser data, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain Personal information: IP address, browser history, location based data, device ID, name, address, phone number, e-mail address, user name, IP address, unique ID</p>	<p>Aggregate data is provided to third parties. Anonymous data is provided to third parties. Personal data is provided to third parties.</p>	<p>The duration of the browser session.</p>	<p>http://www.google.com/intl/en/policies/privacy/</p>
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<p>Hotjar</p>	<p>We use the following services provided by Hotjar Ltd: temperature maps, visitor records, conversion funnels, form analysis, customer satisfaction surveys and feedback, recruitment support. The temperature maps show anonymous information about what the users of the site click on, with the most significant areas highlighted in red. Visitor logs show which users are currently using a website and track mouse and click moves. All personal information is anonymous. Conversion funnels are used to show where we mostly lose our visitors. Forms allow us to analyze in which part users stop filling them in (eg in what field). The information generated by the tracking code and cookies regarding the ways in which you use the website will be kept by Hotjar on their servers in Ireland. Hotjar uses this information to evaluate your activity on websites, compile activity reports on websites for their operators, and access information about how users use their websites and their feedback to web site operators.</p>	<p>Anonymous: analytics, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain</p> <p>Personal information: IP address, location based data, clickstream data, device ID, IP address, unique ID</p>	<p>The cookie provider does not share the data.</p>	<p>1 month</p>	<p>http://www.hotjar.com/privacy</p>
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Sklik	This cookie allows us to create customized lists of existing customers. This allows us to distribute relevant ads to the users listed in the different lists according to the specific URLs they visited on the web. They also serve to detect conversions.	<p>Anonymous: cookie information, the URL that visited these cookies. In the case of dynamic retargeting, the code still sends information about the ItemID of the downloaded product and, if applicable, the browsed category. These data are not in any way related to the user's personal data.</p> <p>Personal: IP address</p>	The cookie provider does not share the data.	540 days	http://www.imedia.cz/
Twitter	Cookies are used to identify user for more accurate advertising targeting.	<p>Anonymous: analytics, browser data, cookie data, date/time, demographic data, hardware/software type, internet service provider, interaction information, site view, service domain</p> <p>Personal information: IP address, location based data, clickstream data, device ID, IP address, unique ID</p>	The cookie provider does not share the data.	2 years	https://twitter.com/en/privacy