

1. What are cookies?

Cookies are small text files created by a web server and stored on your computer via your browser. When you return to the same website later, your browser sends the stored cookie back, allowing the server to retrieve all the information it previously stored about you. The vast majority of websites use cookies to function properly.

2. How are cookies classified?

Cookies can be categorized based on who places them on your website, i.e.:

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

Based on their lifespan, cookies can be categorized as follows:

1. Short-term (session cookies) – these are deleted from your computer when you close your browser
2. Persistent cookies – these remain stored even after you close your browser and are only deleted after a very long period of time (which depends on your browser settings and the cookie settings). You can also delete them manually.

Depending on their purpose, cookies can be categorized as follows:

1. Technical – these cookies are necessary for the website to function properly, for security, for correct display on computers or mobile devices, for the proper filling out and submission of forms, and so on. Technical cookies cannot be disabled, as 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 the sources of traffic to our website. We process the data collected through these cookies in aggregate form, 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 better match what people do on the web.

3. Personalization and advertising – by using personalized cookies, we won't have to ask you for the same information over and over again, and we'll be able to offer you products based on your interests or tailor the website content specifically to you. We or our partners use advertising cookies to remind you of offers you've viewed on our site and elsewhere on the internet: on Facebook, Google, or Seznam, for example. By giving your consent, you won't see more ads, but you'll mainly see ads that match your search history. 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-party, short-term. These ensure the basic technical functionality of the website, such as logging in, using services, etc.

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

4. How can I manage the use of cookies?

Delete

You can delete cookies in your browser—they are usually found under "Browsing History."

Blocking

Web browsers allow you to block cookies from being stored on your computer. However, doing so will limit the functionality of this website. You can find information about how to configure cookie settings in your browser on the website of the browser's provider:

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

For more information about cookies and how they are used, please visit <https://www.aboutcookies.org/>.