

# COOKIES

## WHAT IS A COOKIE?

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Cookies can have numerous functions, for

- they remember users' personal settings so, you do not have to type them again and again
- they may gather information,
- they remember data you have previously entered, for example, name, e-mail address, etc.
- cookies analyze website usage and the information they collect enable developments that help us tailor the website to Your needs.
- with the help of cookies we can reach you with targeted advertisements.

## WHAT KIND OF COOKIES DO WE USE AND WHY?

We are using only Google Analytics cookies on our websites

*Cookies that ensure/enhance performance (analytics)*

We use Google Analytics cookies to gather information how visitors use the website and to observe their behavior. Among other things, we can count the visitors to our site, we can observe how much time they spend there and which sub-sites are the most popular among our visitors; where or what sources do our visitors come from. All these help us to set such directions of development for our website that help us contribute to our visitors' satisfaction and the improvement of user experience; plus, we receive information whether our website serves the needs of our visitors. These cookies cannot identify you personally, for instance, we never record your name or e-mail address; data is mass stored anonymously. Even the IP address is only recorded in part.

For further information about cookies, click [here](#):

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

In the event of visiting certain target sites we may place third party cookies (e.g.: Google AdWords Conversion Tracking) on the user's device. These ensure the measurement of the successfulness of our campaigns. We store no information that would make identification possible with this cookie either.

**By using internet you might visit websites that use the following cookies**

*Permanent or temporary cookies*

Our website uses temporary cookies as well as permanent cookies. Temporary cookies remain on your computer as long as you are on a website; they are deleted once you leave the site. Permanent cookies remain on your device longer (depending on browser settings) they may stay until you erase them manually.

Types of cookies according to purpose

*Session cookies*

These cookies are stored on your device temporarily and are linked to your current visit. Once your visit is over and you close your browser, they are deleted from your computer automatically. These cookies are indispensable for navigating our website and for the operation of its key functions. Such as remembering certain tasks you did on certain sites, for example, information for fill-in forms. Session cookies never gather information about you that would be suitable for your identification.

Without session cookies we cannot guarantee the proper operation of the website, parts of the site may display incorrectly or the website might become unfit for use.

*Targeting or advertisement cookies*

These cookies make sure the advertisements appearing on websites are important and relevant to you. They gather information concerning which sub-sites a visitor looked at within the website; perhaps where the visitor has clicked, so we can infer what topics or subjects may interest you. These cookies also help measuring the efficiency of campaigns.

Our website also uses the tracking codes of the Google Adwords remarketing service so we can target the ones who have visited the website with personalized advertisements as well as personally relevant content in the Display Network.

Targeting and advertisement cookies are unable to identify you; they don't gather personal information necessary for identification.

#### *Functional cookies that aid usage*

The purpose of these cookies is for us to see your decisions concerning our website, like data given in a contact form (name, e-mail address, phone number, etc.); what device you used to visit our website, the region where you reside; this way we can provide you with functions concerning our website that are more tailored to you personally. These cookies track your activity exclusively on the website you visited and on no other website. These cookies may store personal identification data that you provided on our website, such as your name, e-mail address, phone number, etc.

#### *Cookies from third parties*

It may happen that we use outside web services from third parties on our website. In this case we are not the ones who control cookie storage therefore we have no influence on the types of information these outside service providers collect.

## **CONTROLLING, HANDLING, AND TURNING OFF COOKIES**

#### *Setting your browser*

In your browser you can change cookie settings, so you can allow cookies, block all cookies, or you can set your browser to send automatic notifications to you when a cookie arrives at your computer. Most browsers' default setting is to accept cookies; you can change this later on usually under the browser's "Options" or "Settings" menu point.

*You can find more help with cookie settings under the following links:*

- [Google Chrome](#)
- [Firefox](#)
- [Microsoft Internet Explorer](#)

Even though you may block or limit cookies, please be careful about it, because for the smooth and problem free operation of our website the use of cookies is indispensable, therefore blocking them may affect the usability of the website as well as the operation of certain functions.

*Turning off Anonymous Google Analytics cookies:*

In order to hinder Google Analytics cookies to gather information about you, you need to install a plug-in (Google Analytics plug-in) in your browser.

You can find further information about this under the following links:

Cookies can be blocked in Google services on the website for blocking Google ads:  
<http://www.google.com/intl/en/policies/technologies/ads/>

Google information stored on the user's computer can be customized on the following page:  
<https://www.google.com/settings/ads/preferences/>

Find further reading about "Google data privacy and security" here:

<https://support.google.com/analytics/answer/6004245?hl=en>