

# Cookies Policy

## **Introductory information**

This website <https://sidlonamiru.cz> ("our website") uses cookies and similar technologies to help distinguish you from other users of our website. By using Cookies, we are able to provide you with a better experience and improve our website by better understanding how you use it. Please read this Cookies Policy to make sure you understand them. You are deemed to have accepted our Cookies Policy if and when you continue to use our website.

## **Definitions and interpretation**

Unless the context otherwise requires, the following terms in this Cookies Policy have the following meanings:

- 1) "**cookies**" means a small file that our website places on your computer or device when you visit certain parts of our website and/or when you use certain features of our website;
- 2) "**Cookies Law**" means the relevant parts of the Privacy and Electronic Communications (EC Directive) Directive of 2003 and the EU General Data Protection Regulation 2016/679 ("GDPR");
- 3) "**Personal data**" means any data relating to an identifiable person who can be directly identified from that data or indirectly identifiable, as defined in EU Regulation 2016/679 General Data Protection Regulation ("GDPR"); and
- 4) "We" or "Us" or "Our" means company L&K s.r.o. trading as Sídlonamíru.

## **Information about us**

- 1) Our website <https://sidlonamiru.cz> is owned and operated by company L&K s.r.o., Dopravní 500/9, 104 00 Praha 10, ID number 088 34 547, VAT number: CZ08834547.
- 2) You can contact Our data protection administrator by e-mail at [companyLK@sidlonamiru.cz](mailto:companyLK@sidlonamiru.cz), by phone at +420 774 643 867, +420 776 292 909 or by post at Our registered office.

## **How does our website use cookies?**

- 1) Our website may place and make available certain first party cookies on your computer or device. First party cookies are those that were placed directly by Us and that are used only by us. We use cookies to enable and improve your experience with our website and to enable Us to provide and develop Our services. These cookies have been carefully selected by us. We have taken steps to ensure that your privacy and personal information is protected and respected at all times.
- 2) By using our website, you may also receive certain third-party cookies on your computer or device. Third party cookies are those placed by website, services and/or parties other than Us. Third party cookies are used on our website for website analytics and advertising services. Please see the section below for more detailed information.
- 3) All cookies used on our website are used in accordance with applicable laws. We may use some or all of the following types of cookies:

### **a) Necessary cookies**

Cookies falls into this category if it is necessary for the smooth operation of our website and supports functions such as logging in or completing payment transactions.

### **b) Analytical cookies**

It is important for Us to understand how you use our website. For example, how easily it is for you to navigate on it and what features you do or do not use. Analytical cookies allow Us

to collect the following information, which help Us to improve our website and your experience with our website.

**c) Functional cookies**

Functional cookies, as the name suggests, allow Us to provide you with additional features on our website, such as personalization and remembering your saved preferences. Some functional cookies may also be strictly necessary cookies.

**d) Marketing cookies**

It is important for Us to know when and how often you visit our website and which parts of it you have used (including which pages you have visited and which links you have followed). As with analytics cookies, this information helps Us to understand you better and subsequently gives Us the opportunity to tailor our website and advertising to your interests. Some of the information collected by cookies may also be shared with third parties.

**e) Third party cookies**

We do not place third-party cookies on your computer or device; instead, they are placed by third parties that provide services to Us and/or You. Third party cookies files may be used by advertising services to serve you customized advertising on your website or by third parties that provide analytics services to Us. (These cookies work in the same way as the analytics cookies described above).

**f) Persistent cookies**

Any of the above cookies types may be a persistent cookies. Persistent cookies are those that remain on your computer or device for a predetermined period of time and are activated each time you visit our website.

**g) Session cookies**

Any of the above cookies types may be a session cookies. Session cookies are temporary and remain on your computer or device only from the time you visit our website until the time you close your browser. Session cookies are deleted when you close your browser.

4) Cookies on our website are not permanent and expire as set out in table below.

5) Further details about the personal information We collect and use, the measures We have put in place to protect your personal information, your legal rights and Our legal obligations can also be found in Our Privacy Policy (<https://sidlonamiru.cz/wp-content/uploads/2023/08/2.-Zasady-pouziti-souboru-cookie.pdf>).

More specific information about the cookies We use can be found in the table below.

**What cookies do our websites use?**

The following cookies may be placed on your computer or device if and when We use cookies:

Provider	Description	Third Party Privacy
CookieConsent	Used to remember whether the user has accepted or rejected the use of cookies. No Personal data is stored here.	

<p>Smartsupp (Smartsupp.com, s.r.o.)</p>	<p>Smartsupp - cookies ensure the functioning of the chat box on our website and its improvement by Smartsupp. Details of the cookies: ssupp.vid ensures the functioning of the chat box on our website, ssupp.visits a cookie that allows Us to identify the website the user last visited to improve the chat box</p>	<p><a href="https://www.smartsupp.com/cs/help/cookies/">https://www.smartsupp.com/cs/help/cookies/</a></p>
<p>Sklik (Seznam.cz, a.s.)</p>	<p>Tracking conversions within Sklik. They are used for statistical reporting purposes for the Sklik account. These statistics tell Us how many users have clicked on a Sklik ad and opened a web page that contains a conversion tracking tag.</p> <p>Remarketing features. Identification within Sklik's advertising network, retargeting. Reaching users who have previously visited the website and showing advertising to users who have already expressed interest in Our products or services.</p>	<p><a href="https://o.seznam.cz/ochrana-udaju/personalizace-obsahu-areklamy/vyuzivani-cookies/">https://o.seznam.cz/ochrana-udaju/personalizace-obsahu-areklamy/vyuzivani-cookies/</a></p>
<p>Google Analytics, AdWords, Doubleclick (Google, Inc.)</p>	<p>By using our website, Google will install several cookies on your browser. These cookies are a combination of unique IDs and cookies set to remember your preferences in Google products. This information from the cookies will likely be used to optimise the ads you see online and allow Us to target ads to you after you leave our website. We also use Google Analytics to optimise visitor's journeys around our website and to run performance reports on how users behave on our website. Cookie details: __utma determines the number of unique visitors, __utmb determines the number of page views, __utmc determines the session status, __utmz determines the link the visitor used to get to our site, __utmv owns cookies that are not normally used,</p>	<p><a href="https://policies.google.com/technologies/types">https://policies.google.com/technologies/types</a></p>

1. Our website uses analytics services provided by Google Analytics, Google Tag Manager and other similar companies, which are implemented from time to time. Website analytics refers to a set of tools used to collect and analyze anonymous usage information to enable Us to better understand how our website is used. This in turn allows Us to improve our website and the services We offer through it. You do not have to allow Us to use these cookies. However, their use does not pose any risk to your privacy or the safe use of our website, but allows Us to continually improve our website to make it better for you.
2. The analytics services used by our website use analytics cookies to collect the requested information.
3. Additional cookies may be set by the services used on this website and this document will be updated as necessary.
  - a. Our website is built on a “WordPress” system and as a result of the functionality of the “WordPress” system We will also use some cookies to enable our website to function properly. These include the cookie "cc\_cookie" to store your authentication details.

**Consent and control**

1. By continuing to use our website, you consent to the placing of cookies and enable Us to provide you with the best possible service and experience. If you do not consent to Us placing cookies on your browser, you must leave our website.
2. In addition to the controls We provide, you can enable or disable cookies in your internet browser. Most internet browsers allow you to choose whether you wish to disable all cookies or only third-party cookies. By default, most internet browsers accept cookies, but you can change this. For more details, please see the help menu in your internet browser or the documentation that came with your device.
3. The browser names listed below provide details on the internet on how to control cookies in most common browsers:
  - a) Chrome
  - b) Safari (macOS)
  - c) Safari (iOS)
  - d) Microsoft Internet Explorer
  - e) Mozilla Firefox

### **Changes to this Cookie Policy**

1. We may change this Cookie Policy at any time as We see fit based on the activities We undertake. Any such changes will become binding on you the first time you use our website after the changes are made. We therefore encourage you to check this page from time to time.
2. In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the current version will prevail.

### **Further information**

1. If you would like to learn more about how We use cookies, please contact Us at:

<b>Business address:</b>	<b>Phone numbers:</b>	<b>Email:</b>
Pobřežní 249/46 Prague 8, Karlín, 6. floor	+420 776 292 909 – Linda Straková +420 774 643 867 – Krystsina Rybko	companyLK@sidlonamiru.cz companyLK@seznam.cz

2. For more information about privacy, data protection and Our terms and conditions, please visit this website:

<https://sidlonamiru.cz/cookies-policy/>

<https://sidlonamiru.cz/personal-data-processing-policy/>