

Cookie Policy



With this document, we inform you, as users of these websites, about the use of cookies, in particular how the data of users - natural persons who browse, read or write their data on the website <https://www.kovohaken.cz> - are used.

ADMINISTRATOR:

Kovo Haken, s.r.o., Na skalkách 55, 250 72 Kojetice, ID: 63985039

1. CONCEPT AND PURPOSE OF COOKIES AND COOKIES TAGS

Cookies are small text files that are used to store and receive identifiers and other information about computers and other devices from which the user accesses websites. Cookies make it possible to record information about the user's visit to the website, and thanks to their use, the next visit is easier and faster.

Cookies primarily:

- serve for efficient navigation in the Internet environment and on websites for personalization, saving preferences and generally improving the user experience;
- make it possible to distinguish whether a particular user has already visited the website in the past or whether he is new visitors and help to record statistics about website users;
- help display advertising tailored to the interests of a specific user.

TAG is a generic name for code elements found on web pages. Most tags simply describes the content of the page, but some types of tags contain program elements or to the page embed dynamic content such as video or audio files. Some tags may collect data about website users even without the use of cookies.

Specific purposes for which cookies incl. tags we use, you can find below in the overview tables.

2. TYPES OF COOKIES

From a general point of view, cookies can be divided based on several criteria:

2.1 Depending on who creates and processes cookies:

- first-party cookies ("first party cookies") that create websites or scripts directly on same domain. Most often, it serves to ensure the basic functionality of the website;
- third party cookies ("third party cookies") are created by other websites. These websites on visited the website owns some content, e.g. advertisements, images or videos.

2.2 According to their durability:

- session cookies are temporary. They are stored on the device only until the user finishes working with the web browser and are deleted after closing it. These cookies are necessary for the proper functionality of websites or associated applications.
- permanent cookies ("persistent cookies") are used for easier and more convenient navigation on websites (for example easier and faster navigation). These cookies remain in the browser for a longer period of time or until they are manually removed. The length of this period can depend on the selected web browser setting.

2.3 According to the purpose:

- necessary ("essential") cookies that are necessary for website operation. They include for example, cookies that allow the user to log in to secure parts of the website. These cookies do not collect information about users that could be used for marketing purposes or to remember which pages users have visited on the Internet.
- functional cookies facilitate control and improve website functions. They are used for activation specific site functions (e.g. video playback) and their settings according to the user's choices (e.g. language). Functional cookies are also used to remember your preferences the next time you visit the site. However, they do not collect information that could identify the user.
- performance/statistical ("analytical") cookies are used to improve the functioning of the website pages. These cookies collect information about how visitors to these websites they use, e.g. which pages visitors go to most often and whether they receive from websites error messages. Performance cookies allow to record and count the number of visitors pages, which makes it possible to track how visitors use these websites. These cookies do not collect information that would enable personal identification of the user. The information collected using these cookies is aggregated and anonymous.
- targeted and advertising ("marketing") cookies are used to track preferences and for purposes sending advertising messages in accordance with these preferences.

3. USED COOKIES / TAGS

The legal basis for the processing of personal data Art. § 109 par. 8 ZEK in conjunction with Art. 6 par. 1 letter f) GDPR (legitimate interest).

Name	Purpose and description of cookies	Expiration
cookie_consent_user_accepted	Functional cookie. It is used to determine whether the visitor has actively selected one from options when choosing how to handle cookies.	1 year
cookie_consent_level	Functional cookie. A cookie file containing the user's chosen selection of cookies.	1 year
_gid	Performance / Statistical. Distinguishing users and limiting the number of requests. All collected data is analyzed anonymously.	1 year
_ga	Performance / Statistical. Distinguishing users and limiting the number of requests. All collected data is analyzed anonymously.	1 year
_gat	Performance / Statistical. Google Analytics is used to limit the number of requests	1 year
Collect	Performance / Statistical. It is used to send data to Google Analytics about the device and user behavior.	Session
__utma	Performance / Statistical. Distinguishing users and limiting the number of requests. All collected data is analyzed anonymously.	2 years
__utmz	Performance / Statistical. Stores a traffic source or campaign that explains how the user got to your website. it is updated every time data is sent to Google Analytics	6 months

TAGS

Google Tag Manager	Script to insert data or an executable scripting language
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4. CONSENT

Consent and rejection of cookies

Consent to cookies (statistical/analytical, functional, marketing) incl. tags can be expressed through the cookie bar (banner) and/or through the web browser settings. In the web browser settings, you can reject cookies or set the use of only some of them. However, if you use your browser settings to turn off all cookies (including essential cookies), you may not be able to access some parts of the website.

Most web browsers accept cookies by default. However, the user can change your browser settings and reject and delete cookies. The specific procedure is in the individual browsers differ, you can find more information in the help of your browser. Setup helper cookies in the most commonly used browsers can be found at the links below:

- **Chrome** – <https://support.google.com/accounts/answer/61416?hl=cs>
- **Firefox** – <https://support.mozilla.org/cs/kb/vymazani-cookies>
- **Internet Explorer** – <https://support.microsoft.com/cs-cz/products/security>
- **Opera** – <https://www.opera.com/help/tutorials/security/privacy/>
- **Safari iOS** – <https://support.apple.com/cs-cz/HT201265>

5. THIRD PARTIES

If you, as a user of the website, are logged in within your user account, such as e.g. Google or Facebook may store cookies of these third parties. Purpose and scope data collection and also the relevant rights and options for setting the scope of privacy protection the user in the information on the pages of this third party, e.g.:

- **Google:** <https://policies.google.com/privacy>
- **Facebook:** <https://www.facebook.com/policies>

Through third parties, websites use marketing tools to help target advertising to those users who have already visited the website. Unless the user wishes to be an advertisement addressed, it is possible to turn off the personalization of website ads on the pages below:

- **Google:** <https://adssettings.google.com>
- **Facebook:** <https://www.facebook.com>

You can find more about these marketing tools at:

- **Google:** <https://support.google.com>
- **Facebook:** <https://www.facebook.com>

6. LINKS

There are also many third-party applications that allow you to block or manage cookies. You can delete cookies that were previously stored on your device by deleting the history browsing or through third-party applications. More information can be found below links to www.aboutcookies.org / www.youronlinechoices.eu.

The Cookie Policy is effective from October 1st 2023