

# Cookie Consent

## 1 What Are Cookies

Cookies are short text files that a website sends to your browser. They allow the website to record information about your visit, such as your preferred language and similar preferences. Your next visit to the site can therefore be easier and more pleasant. Cookies are important because without them, browsing the Internet would be considerably more difficult. Cookies enable better use of our website and allow its content to be tailored to your needs. Cookies are used by almost every website in the world. Cookies are useful because they improve the user-friendliness of websites that you visit repeatedly.

## 2 Types of Cookies

Session (i.e., temporary) cookies allow us to link your individual activities while browsing our website. These cookies are activated when you open your browser window and are deactivated when you close your browser window. Session cookies are temporary and are deleted once you close your browser.

Persistent cookies help us identify your computer when you return to our website. A further advantage of persistent cookies is that they allow us to customize our website to suit your needs.

## 3 Use of Cookies

In accordance with Section 89(3) of Act No. 127/2005 Coll. (Electronic Communications Act), as amended, we hereby inform you that our website uses cookies during its operation; accordingly, your cookies, including persistent cookies, are processed by us.

This consent is granted for a period of 12 months.

Internet browsers typically include cookie management functionality. Within your browser settings you can therefore manually delete, block, or completely disable the use of individual cookies. For further information, please refer to your browser's help section. **If cookies are enabled, this browser setting may be regarded as consent to the processing of personal data. The browser is the instrument through which consent is communicated.**

## **4 Purpose of Cookie Use**

We use cookies to personalize content and advertisements, to provide social media features, and to analyze our website traffic. We share information about how you use our website with our partners operating in the areas of social media, advertising, and analytics. By using our website, you express your consent to the integration of the following services:

4.1.1 Google

4.1.2 Facebook

4.1.3 LinkedIn

4.1.4 Hotjar

We use cookies, in addition to the purposes stated in the preceding paragraph, solely for the purposes set out in the terms and conditions.

## **5 Language and Governing Version**

This document has been translated from Czech into English for informational purposes only. In the event of any discrepancy, ambiguity, or conflict between the English version and the Czech version of this document, the Czech version shall prevail and be deemed the authoritative text.