

COOKIES POLICY

INFORMATION ABOUT PROCESSING OF PERSONAL DATA THROUGH COOKIES AND OTHER WEB TECHNOLOGIES

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This Information about processing of personal data through cookies and other web technologies ("Information" or "Statement") explains how we process personal data about you through web technologies. For more information on the processing of personal data, including a list of your rights and contacts for sending data protection requests and questions, see <https://skodaautodigilab.com/en/legal>.

We may update this Statement from time to time. All changes made to this Statement will be published on the Website and in the event of material changes you will be notified thereof.

COOKIES are small files that are stored on your device and that help us collect data about your activities. In particular, cookies allow us to store your settings and preferences, remember your access data, provide targeted content and marketing communications, and help us understand, which part of our Website is the most popular and analyse the functioning of the Website. Cookies may come from us ("first party cookies") or from third parties whose services we use ("third party cookies"). Session cookies are only temporary and remain stored on the user's device until they log out of the website or close the application (web browser).

PIXEL is a software code, which allows for tracking of users and their behavior on websites where pixel is deployed. It can be a basic tracking of whether a user has visited a website up to detailed tracking of actions, such as adding the product to the cart, selecting the product, sending the form, etc. Pixel may submit gathered information to a third party, i.e. to provider of the code.

We use the following cookies and other similar technologies:

Performance, functional and statistics cookies

These cookies help us learn, analyze and measure how well our websites and services perform.

Advertising Cookies

We may use these cookies to help us deliver marketing content that is interesting for you.

Cookie	Description	Duration	Type
PHPSESSID	This cookie is native to PHP applications. The cookie is used to store and identify a users' unique session ID for the purpose of managing user session on the website. The cookie is a session cookies and is deleted when all the browser windows are closed.	Session	Necessary
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years	Analytics
_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages viisted in an anonymous form.	1 day	Analytics
_gat	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high	1 minute	Performance

Cookie	Description	Duration	Type
	traffic volume websites.		
_fbp	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	2 months	Advertisement
fr	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behavior of the user across the web on sites that have Facebook pixel or Facebook social plugin.	2 months	Advertisement
li_sugr	null	2 months	Other
lang	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.		Functional
bcookie	This cookie is set by linkedIn. The purpose of the cookie is to enable LinkedIn functionalities on the page.	2 years	Functional
lissc	This cookie is provided by LinkedIn. This cookie is used for tracking embedded service.	1 year	Analytics
lidc	This cookie is set by LinkedIn and used for routing.	1 day	Functional
UserMatchHistory	LinkedIn - Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	4 weeks	Other
lang	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.		Functional
bcookie	This cookie is a browser ID cookie set by Linked share Buttons and ad tags.	2 years	Advertisement

CONSENT WITH STORING COOKIES.

If you do not wish to allow the use of cookies, you can disable them through your browser settings. In some browsers you can set up rules to manage cookies on a site-by-site basis, giving you more fine-grained control over your privacy. We do note, however, that not all browsers across all platforms may support this functionality.

Browser manufacturers provide help pages relating to cookie management in their products. Please see below the relevant links to the main browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

You can opt out of interest-based targeting provided by participating ad servers through:

- <http://optout.aboutads.info/> <http://optout.aboutads.info/> by Digital Advertising Alliance
- <http://www.youronlinechoices.com/> <http://www.youronlinechoices.com/> by European Interactive Digital Advertising Alliance

In addition, on your iPhone, iPad or Android, you can change your device settings to control whether you see online interest-based ads in the following manner:

- iOS devices: go to Settings > Privacy > Advertising > enable Limit Ad Tracking. Please note that if you use more than one device, you need to opt-out separately in each device.
- Android devices: Please follow the instructions set forth at: <https://support.google.com/ads/answer/2662922?hl=en> . Please note that if you use more than one device, you need to opt-out separately in each device.

Please note that the change in the settings always only applies to the given browser. If the User uses various browsers, he/she must also change the settings separately. Furthermore, the User can delete the cookies from the media memory at any time. Additional information is available in the browser or operating system.

Please note that if you disable cookies, our websites may not function properly or at all or your access to our websites and their features may be affected or restricted.

PROCESSED PERSONAL DATA. The Website process following categories of personal data and data about you:

Usage of the Website. We may process data on how you use the Website with your computer, phone, or other device that you access into the Website. For example, we can process:

- **Device data:** hardware model, unique device identifiers, MAC address, IP address, operating system version, and device settings;
- **Log:** Time and duration of the Website usage, search data, and any information stored in cookies that can uniquely identify your browser or account;
- **Location data:** Data about your location obtained with various positioning technologies, such as GPS, Wi-Fi access points, or other sensors that can provide nearby device data;
- **Other data:** Data about your usage of the Website that we may process if you visit or use third party sites or applications to cooperate with us, and data on how you participate with the content of the Website.

We may combine obtained personal data about you or your activities with other information we receive from publicly available sources in the cases permitted by the law.

IP ADDRESS is a unique number assigned to a computer or other device communicating through the Internet Protocol. Each time the data is transmitted, you need to know the IP address of the sender and the recipient.

PURPOSE OF THE PROCESSING AND ITS DESCRIPTION. We process and use personal data for the following purposes:

- **Ensuring the functionality of the website.** Your personal data helps us to ensure the functioning of basic features such as navigation, access to secured sections of Website, fast web content retrieval, or user authentication. The Website cannot work properly without processing the data that is necessary for this purpose.
- **Saving user preferences on the domain for the duration of the session or for a reasonably short period.** Personal data are used to increase user convenience by storing data about your settings, such as language, region, screen resolution, cookie consent and more.
- **Saving user preferences across websites.** Personal data is used to improve user convenience by associating websites with settings such as language, region, screen resolution, cookie approval and more.
- **Tracking of website traffic.** Analytical first party cookies are used to track traffic. Such cookies do not contain unique user identification.
- **Statistics and analysis of user behavior.** Personal data are used to create statistics, track and analyse user behavior on various websites. Data may be used for creation of anonymized reports. The user may be looked up by certain combination of personal data stored in internal databases.
- **Marketing of products and connecting with social networks.** Your personal data is used to inform you about our products and services and third parties, events, competitions, newsletters, advertisements, catalogues submissions. Some personal data is used to target the above messages. Your personal data is also used to ensure that websites are

interconnected with social networks and that content can be shared through these networks.

CATEGORIES OF PROCESSORS OR RECIPIENTS TO WHOM WE MAY PROVIDE PERSONAL DATA. We may, in justified cases, make the provided and obtained personal data available to other parties, which are in particular: Marketing Agencies, Group Companies, Providers of Analytical and Statistical services.

GOOGLE ANALYTICS. This Website uses Google Analytics provided by Google, Inc. ("Google"), which uses cookies to analyse how users use this Website. Specifically, the Website uses the following modules:

Google Analytics - Account status and performance monitor, audience summary, active users, user explorer, analytics audience, visitor quality, conversion probability, comparison reports, demographics and interests, user flow report, Adwords reports;

DoubleClick Digital Marketing - Integration of Doubleclick Campaign Manager, activation of remarketing and advertising reporting features in analytics, optimization of content marketing, optimization of search engine marketing, web speed;

AdSense - AdSense in analytics, content grouping, site search, events, behaviour flow report, goal creation and management, goal flow, attribution, acquisition reports, user behaviour.

Information generated by a cookie about the use of the Website (including your IP address) may be transmitted and stored on servers in the United States based on the standard contractual clauses. We will use this information for purposes of evaluation of the use of the Website and creation of reports about such use for its operator and provision of other services related to the activities on the Website and the use of the Internet in general. Google may also provide this information to third parties, if it is required by the law or if such third parties process this information for Google. You may disable the use cookies on the Website as described above or by changing appropriate settings in your browser, but if you do so for all types of cookies, you will not be able to make full use of all the features of this Website.

To opt out of being tracked by Google Analytics across all websites please visit:

<https://tools.google.com/dlpage/gaoptout>

For detailed information about Google Analytics and personal data privacy, see:

<http://www.google.com/intl/en/privacy/privacy-policy.html>.

FACEBOOK. This Website uses analytical cookies, pixels and other technologies by Facebook, Inc. ("Facebook"), allowing collection or retrieval of information from the Website and other sites on the Internet, whereas this information may be used by Facebook to provide ad measurement and targeting services. By withdrawing the consent with cookies collection on the Website or by disabling the collection of cookies in a browser, you may end collecting and the use of the information by Facebook, but if you do so for all types of cookies, you will not be able to fully use all the features of this Website.

Hotjar – you can find detailed info at <https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information>

OTHER PARTIES. Your personal data may, upon request, be provided to public authorities, in particular the courts, the Police of the Czech Republic and other law enforcement authorities, as necessary and within the limits of the law.

SOURCE OF THE PERSONAL DATA. Directly from you.

TRANSFER OF PERSONAL DATA TO THIRD COUNTRIES. In connection to the processing, your personal data may be transferred to the following third countries, i.e. countries outside of the European Economic Area.

In connection to the Google Analytics and/or the use of analytical cookies and other web technologies described above by Facebook, your personal data may be transmitted to servers located in the United States of America. Such transmission is legally permitted on the basis of the European Commission's standard contractual clauses, to ensure an adequate level of protection of personal data for the transmission of personal data to the USA, as defined by the appropriate European Commission's Decision. Processing of data on the basis of such transmission does not require the fulfilment of other legal conditions.

AUTOMATED DECISION-MAKING ON THE BASIS OF PERSONAL DATA THAT MAY BE OF LEGAL OR OTHERWISE SIGNIFICANT CONCERN. As part of this processing, there will not be any automated decision- making.

OTHER INFORMATION. Personal data may be archived in the public interest and used for scientific, historical, or statistical research purposes.

We have no control over the content of the external websites, which are hyperlinked to on the Website. We are not responsible for processing of your personal data on external websites. These hyperlinks are provided as a service to users and are accessible at your own risk.

In order to ensure maximum protection against unauthorized access or unauthorized alteration, disclosure or destruction of data we collect and process, we have taken appropriate organizational and technical measures including physical, electronic and management procedures to protect and secure the information gathered through this site. Your sensitive data and / or personal data you have entered on our Website is encrypted and protected by an SSL certificate. Notwithstanding the above, we cannot guarantee that your personal data is safe if it is transferred by you or if you treat your personal data insecurely.