

COOKIES

Company MADWIRE, s.r.o. (hereinafter referred to as "**MADWIRE**", "**Controller**" or "**We**") uses cookies on the website www.predpredaj.sk, at www.predpredaj.zoznam.sk, www.tickpo.sk, www.predprodej.cz and / or any another website operated by the Us (hereinafter referred to as "**Website**"). We use various cookies and other tracking technologies on Website so that we can offer You - the website visitors - attractive content and enable full use of the website and its functions.

A website visitor who allowed cookies in its web browser also accepts the use of cookies on a specific website.

Cookies are useful because they are mainly used to analyse website traffic and to ensure greater comfort of Website use by, for example, allowing Us to remember You for the next visit to the Website. Cookies cannot scan your computer or other devices or read data stored on them. Temporary cookies (so-called **session cookies**) are always activated when you visit the Website and are automatically deleted when you finish browsing. **Long term cookies** remain stored on your computer or other device even after you have finished browsing the Website.

Cookie settings

Web browsers (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) support cookie management. Within the settings of the web browser, You can manually delete individual cookies, block or completely prohibit their use, or block or allow them only for individual websites. However, in this case, We cannot guarantee that all parts of our Website will retain the intended function.

How we use cookies:

To save your personal settings

They help us identify you as a unique visitor, remember your settings selected on the last visit, such as the layout of the content on the website, the selection of a specific location or the pre-filling of your login details.

For targeted advertising

Advertising cookies allow Us to display targeted advertising on Websites by tracking Your behaviour and searching the Internet, thanks to the identification in Your browser settings. These cookies do not identify a specific person, but the settings and preferences of an anonymous user of a specific computer. Advertising cookies are also used to evaluate the effectiveness of a particular advertisement and monitor the number of users it has attracted.

To store anonymous statistical records, we use the measurement system of Gemius SA, whose data are the basis for creating a publicly accessible report website traffic in Slovakia, Aimmonitor services.

Activities related to traffic measurement and analytics (Google Analytics, Hotjar, Live Agent) on Website are performed by Zoznam, s.r.o.

Third party cookies

The Website uses Google Analytics, a service provided by Google, Inc., which uses the Personal Data for the purpose of evaluating Your use of the Website, compiling reports on Website activity. The Controller also uses the Hotjar service for the same purposes. For more information about the collection and use of data by Google and Hotjar Inc., your rights and privacy, please refer to the data protection provisions of the Google and Hotjar Inc. websites.

In order to tailor our offer to the user's needs, MADWIRE collects, using Google Analytics software from Google, data on the use of the Website, using cookies. The collected data are evaluated in an anonymous form, in the form of statistics, in order to improve the quality of services. As authorized by the operator of this site, Google will use this information for the purpose of evaluating Your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity.

You can prevent cookies from being stored by setting your browser. You can also prevent the recording of cookies related to your use of the website by installing a browser module through the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

The Google Privacy Statement is posted at <http://www.google.com/intl/en/policies/privacy/>.

Through the so-called retargeting technologies of various providers information about the behaviour of site visitors are collected and stored in an anonymized form for marketing and advertising purposes. Subsequently, targeted product recommendations that are of interest to You, such as personalized advertising banners, may appear on other Websites. Under no circumstances may this data be used to personally identify the user of the Website. However, if You still do not want to see personalized banner ads, you can opt out of this collection and saving in the future by clicking the icon displayed in each banner.

For the purpose of displaying advertising, the MADWIRE also uses several advertising systems of such as DoubleClick and Facebook custom, Facebook Impression.

This document does not provide complete information on all the conditions of handling the data, but its purpose is to provide website visitors with information on collection and storage by MADWIRE on our Websites. Information on other data collection activities and possible processing of Personal Data on this Website can be provided by the service provider on the website.