

Annex to the Privacy Policy

DETAILS OF THE INDIVIDUAL PURPOSES FOR WHICH PERSONAL DATA ARE PROCESSED	
ESSENTIAL COOKIES	
Purpose of processing personal data	The purpose of the processing of personal data is the processing of personal data of natural persons - visitors to the website of the operator for the purpose of technical storage of data or access to them, for the purpose of transmission or facilitation of transmission of a message via the network, or if it is strictly necessary for the operator as a provider of information society services to provide an information society service that is expressly requested by the data subject as a user.
Name of the information system	IS Necessary cookies
Legal basis	The fulfilment of the legal obligation of the controller within the meaning of Article 6(1)(c) of the Regulation. Act 351/2011 on electronic communications §55 para. 5
Categories of beneficiaries	They aren't.
Cross-border transmission of axes. data	It does not take place
Time limits for erasure of axis. data	When you have finished browsing the website
Information about the existence of automated decision-making, including profiling	It does not take place
Categories of data subjects	data subjects who have visited the website of the controller
OPTIONAL COOKIES	
Purpose of the processing of personal data	<p>The purpose of the processing of personal data is the processing of personal data of natural persons - visitors to the website of the operator within the framework of different types of cookies, which are:</p> <p>a) Functional - they allow the visitor to be recognized when they return to the website and allow them to be offered enhanced and more personalized features of the website itself, such as remembering their preferences. Increase the functionality of the websites themselves.</p> <p>b) Analytical and statistical - tracking statistics and website traffic aimed at performance evaluation. The main function is, for example, to evaluate the performance of content, use market research to generate data on the target audience, develop and improve products, etc. The purpose of cookies is to analyze the use of the website by users in order to optimize and improve services, statistical surveys.</p> <p>c) Marketing - marketing cookies of the operator as well as third-party marketing cookies used for the purposes of personalization of advertising and direct marketing and personalization of displayed content. The main function is e.g. selection of advertisements and content targeted to a group of customers, selection of personalised advertisements and content, evaluation of the performance of advertisements and/or content, use of market research to generate data on the target group for the purposes of direct marketing and personalisation of advertisements, product development, etc. The purpose of cookies is the selection of basic advertisements, selection of personalised advertisements, creation of a profile of personalised content, selection of personalised content, technical delivery of advertisements or content, comparison and combination of offline data sources for the purpose of delivering a marketing message.</p>
Name of the information system	IS Optional cookies
Legal basis	Consent of the data subject pursuant to Article 6(1)(a) of the Regulation and the Personal Data Protection Act, whereby the data subject has the right to withdraw his or her consent at any time.

	Withdrawal of consent shall not affect the lawfulness of processing based on consent prior to its withdrawal.
Categories of beneficiaries	They aren't.
Cross-border transmission of axes. data	It does not take place
Time limits for erasure of axis. data	12 months from the date of the last visit to the website
Information about the existence of automated decision-making, including profiling	It does not take place
Categories of data subjects	data subjects who have visited the website of the controller

Specific to third-party services

Google Analytics from Google

Google Analytics is a Google tool that allows us to create quick and easy reports, sophisticated comprehensive statistics and reports on our website traffic and customer behaviour.

Conducting analytics is a key tool in optimizing advertising campaigns, optimizing website content and developing strategies.

Google Analytics is provided by Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Terms of service:

<https://www.google.com/analytics/terms/gb.html>

Google Analytics Security and Privacy Policy:

<https://support.google.com/analytics/answer/6004245?hl=sk>

Google's privacy policy is available here: <https://policies.google.com/privacy?hl=sk>

Google Ad manager platform and other Google tools (marketing cookies)

Google Ad Manager is a platform that allows us to serve targeted ads to website visitors on our website or apps with content tailored to your preferences.

Google Ad manager is provided by Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Google Analytics Security and Privacy Policy:

<https://support.google.com/analytics/answer/6004245?hl=sk>

Google's privacy policy is available here: <https://policies.google.com/privacy?hl=sk>

Links to social networks (Facebook, Instagram, YouTube, Twitter, LinkedIn)

Simple linking of the website visitor to the user's account on a given social network. In order to protect your personal data when visiting our website, we do not use social media plugins but HTML links are embedded in our website, allowing easy sharing on various social media platforms.

For further information on the processing of your personal data, please refer to the data protection statement published by the respective service provider.

Instagram: <https://help.instagram.com/155833707900388>

Twitter: <https://twitter.com/privacy>

YouTube: <https://policies.google.com/privacy?hl=en-US>

Facebook: <http://www.facebook.com/policy.php>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>