

COOKIES POLICY OF THE SLOVENSKOZALOHUJE.SK WEBSITE

This document informs you as a user of this website about the use of cookies, in particular the data of users – natural persons who view, read or enter their data on the website <https://slovenskozalohuje.sk/>, which is operated by **Správca zálohového systému n. o.**, with its registered office at Pluhová 192/2, 831 03 Bratislava, Slovak Republic, Company ID: 53 563 077, which is also the data controller of personal data on the website within the meaning of Regulation (EU) 2016/679 of the European Parliament and of the Council on the Protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (the “**GDPR**”), insofar as the processing of personal data via cookies on the website occurs (the “**Controller**”).

1. CONCEPT AND PURPOSE OF COOKIES

Cookies are small text files that are used to store and receive identifiers and other information about the computer and other devices from which a user visits a website.

Cookies allow us to record information about a user’s visit to a website and their use facilitates and speeds up subsequent visits.

Cookies:

- are used to efficiently navigate the internet and websites for personalisation, storing preferences and generally improving the user’s experience;
- distinguish whether a particular user has visited a website in the past or is a new visitor and help record statistics about website users;
- help display personalised advertising according to the interests of a specific user.

2. TYPES OF COOKIES

In general terms, cookies can be divided on the basis of several criteria:

2.1 By their origin and processor:

- first party cookies, which are created directly by web pages or scripts on the same domain. They are most often used to provide the basic functionality of a website;
- third party cookies are created by other websites. These websites provide some content on the website you visit, such as advertisements, images or videos.

2.2 By their expiry date:

- session cookies are temporary and are stored on the device only until the user exits the web browser, and are deleted when the browser is closed. These cookies are necessary for the proper functionality of the website or associated applications;
- persistent cookies are used to make the website more user friendly to navigate (e.g. easier and faster). These cookies remain on the browser for a longer period of time or until they are manually deleted. The length of this period may depend on the selected web browser settings.

2.3 By their purpose:

- essential cookies that are necessary for the operation of the website. These include, for example, cookies that allow the user to log in to

the secure parts of the website. These cookies do not collect information about users that could be used for marketing purposes or to remember what websites users have visited in the Internet environment;

- functional cookies make it easier to use and improve the functionality of the website. They are used to activate specific site features (e.g. video playback) and to set them according to the user's preferences (e.g. language). Functional cookies are also used to remember preferences the next time you visit the website. However, they are not used to collect information that can identify the user;
- analytical cookies are used to improve the functioning of the website. These cookies collect information about how visitors use the website, such as which pages visitors go to most often and whether they receive error messages from the website. Performance cookies allow us to record and count the number of visitors to the site, which allows us to track how visitors use the website. These cookies do not collect personally identifiable information. The information collected by these cookies is aggregated and anonymous;
- marketing cookies are used to track preferences and to send advertising messages in line with those preferences.

3. COOKIES USED

Name	Purpose and description of cookies	Expiry
_gat	Analytical cookies. Used to limit the speed of requests and thus limit data collection on high-traffic sites.	1 day
_gid	Analytical cookies. Used to distinguish users and limit the number of requests ¹ The _gid cookie, which is set by Google Analytics, stores information about how visitors use the website and also generates an analysis on website performance. The data collected includes the number of visitors, their source and the pages visited anonymously.	1 day
_ga	Analytical cookies. This cookie name is associated with Google Universal Analytics, which is a major update to Google's commonly used analytical service. These cookies are used to distinguish unique users by assigning a randomly generated number. They are included in every request to a web page and are used to calculate visitor, session and campaign data for web analyses.	2 years
sb	Marketing cookies. Used for marketing purposes to tailor personalised advertising for the customer, linking it to the social network. The purpose of these cookies is to identify the web browser used to connect to Facebook, regardless of the logged-in user.	2 years
_ga_17R0Y78J7Y	Analytical cookies. Cookie used by Google Analytics to limit the amount of data recorded by Google on high-traffic websites	2 years
datr	Marketing cookies. The purpose of the datr cookie is to identify the web browser that is used to connect to Facebook, independently of the logged-in user.	2 years

¹ <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

oo	Marketing cookies. Used to tailor personalised advertisements for the customer, linking them to the social network	5 years
_fbp	Marketing cookies. Used to tailor personalised advertisements for the customer, linking them to the social network. These cookies are set by Facebook so that advertisements are displayed after a visit to the website if they are on Facebook or on a digital platform using Facebook ads.	3 months
_gat_UA-192837040-1	Analytical cookies. A cookie set by Google Analytics where the pattern element in the name contains a unique identifier of the account or website to which it relates. This is a variation of _gat that is used to limit the amount of data recorded by Google on high-traffic websites.	1 minute

* **ZEK** – Act No. 452/2021 Coll. on Electronic Communications

For more information about cookies and the current list of cookies, please refer to the Tools / Settings section of your web browser.

Complete information on the processing of personal data by the Controller is provided in the Personal Data Processing Policy of the slovenskozalohuje.sk website.

4. CONSENT

Consent to and refusal of the use of cookies

You can express your consent to cookies (statistical/analytical, functional, marketing) via the cookie bar (banner) and/or via your web browser settings. You can refuse cookies in your web browser settings or by re-calling the cookie bar and changing your consent to the collection of a specific type of cookie. Access to the services and functions of the slovenskozalohuje.sk website is not conditional on consent to cookies. However, if you disable all cookies (including essential cookies) using your browser settings, you may not be able to access some parts of the website.

Most web browsers accept cookies by default. However, users can change their browser settings to refuse and delete cookies. The specific procedure varies from browser to browser; see the browser's help section for more information. For help with setting cookies in the most commonly used browsers, please see 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 are logged in as a user of a website under your user account, for example Google or Facebook, cookies may be stored by these third parties. The purpose and scope of the data collection, as well as the relevant rights and options for setting the scope of privacy protection, can be found in the information on the third-party website, e.g.:

- Google: <https://www.google.com/intl/sk/policies/privacy/archive/20090127/>
- Facebook: <https://www.facebook.com/policies> YouTube: https://www.youtube.com/intl/ALL_cz/howyoutubeworks/user-settings/privacy/
- Twitter: a <https://help.twitter.com/en/rules-and-policies/twitter-cookies>

Through third parties, websites use marketing tools to help target advertising to users who have already visited the website. If the user does not wish to be contacted via advertising, the personalisation of advertisements on the website can be switched off on the pages below:

- Google: <https://www.google.com/intl/sk/policies/privacy/archive/20090127/>
- Facebook: <https://www.facebook.com/policies> YouTube: https://www.youtube.com/intl/ALL_cz/howyoutubeworks/user-settings/privacy/
- Twitter: a <https://help.twitter.com/en/rules-and-policies/twitter-cookies>

For more on these marketing tools, see:

- Google: <https://www.google.com/intl/sk/policies/privacy/archive/20090127/>
- Facebook: <https://www.facebook.com/policies> YouTube: https://www.youtube.com/intl/ALL_cz/howyoutubeworks/user-settings/privacy/
- Twitter: a <https://help.twitter.com/en/rules-and-policies/twitter-cookies>

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 your browsing history or through third-party applications. For more information, please visit the links below www.aboutcookies.org / www.youronlinechoices.eu.

The Cookie Policy is effective from 01.03.2024.