

## COOKIE POLICY

1. Personal data processor, Galerie Zdeněk Sklenář s.r.o., with registered office at Mikulandská 135/7, 110 00 Prague 1 – New Town, Czech Republic as a company operating this website, is using cookies and system data on this website that are used for the following purposes:
  - measuring footprints of the webpages and calculation of statistics related to visit rates and visitors' behavior thereon;
  - creation of remarketing lists;
  - operation of websites.
2. Cookies are short text files that server places into user's device while downloading the webpage. From a technical standpoint they are series of code according to which browser collects and subsequently sends out information about visitors' behavior back to relevant server. Cookies contain information indicating how long they are supposed to be stored (from one-off to several years). Cookies are not directly linked to any name or email address but may contain access system data. They are joint for one browser installation. Cookies are not usually secured, inclusive of collected data.
3. Collection of cookies for purpose described in point 1 above may be considered as processing of personal data. Such processing is enabled by a lawful title – legitimate interest of the processor pursuant to clause 6 para 1 letter f) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as „Regulation”).
4. If you look onto our webpages and you have permitted in your browser storing of cookies, you agree that Galerie Zdeněk Sklenář will via cookies process records of your behavior on the said webpages for the purpose of enhancing users' comfort during repeated visits and for tuning their functionalities and adjustment to your preferences and for the purpose of obtaining web advertising services from providers of such systems and services. Webpages may be used also in mode that does not allow data collection regarding behavior of their visitors – such mode may be set in your browser settings or you may raise a complaint against use of legitimate lawful reason on the side of the processor pursuant to clause 21 of the Regulation. Complaint may be sent to contact address: Mikulandská 135/7, 110 00, Prague 1 – New Town, Czech Republic. Your complaint will be evaluated without delay, in any case not later than within 30 days since its receipt. Cookies that are necessary for website operation will be stored only for a period essential for its operation.
5. Should you lodge a complaint against processing technical cookies necessary for operation of websites, their full functionality and compatibility cannot be guaranteed.
6. Cookies that are collected in lieu of measurement of website footprint and creation of statistics related to footprint and visitors' behavior are considered in form of aggregate file and thus in anonymous form that does not allow individual identification.
7. Collected cookies are processed by further processors:
  - Facebook services provider - Facebook, with office at Hacker Way, Menlo Park, California 94025;
  - Google Analytics services provider, operated by Google Inc., with office at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA;
  - Youtube services provider, operated by YouTube, LLC, with office at 901 Cherry Ave., San Bruno, CA 94066 USA.
8. Cookies files are being processed as explained on the following links:
  - Facebook Pixel service: <https://cs-cz.facebook.com/business/help/651294705016616>
  - Google Analytics service: <https://www.google.com/analytics/terms/us.html>
  - YouTube service: <https://www.youtube.com/t/terms>
9. Please be informed that pursuant to Regulation you are entitled:
  - to request from the processor information regarding what personal data are being processed,

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Mikulandská 135/7, Prague 1 – New Town, CZ

- to request access to such data at the processor and request their update or correction, alternatively limit their processing,
- to request from the processor deletion of such personal data – processor shall carry out the deletion unless such deletion is in conflict with binding regulations and legitimate interests of the processor,
- to submit complaint at Office for protection of personal data and enforce right for effective court protection if he/she perceives that his/her rights guaranteed by Regulation were violated as a consequence of unlawful processing of his/her personal data.

10. Processor processes following cookies:

Type	Name	Purpose
1) Necessary for web operation	-	Functions of page content and event management : - content of the shopping basket - consent with cookies - login via Facebook, Google - manager of external scripts of Google Tag Manager
2A) Analytical	Facebook – Statistics	Monitoring of pages and events: - insertion to basket - order - search Serve to create footprint statistics.
2B) Analytical	Google Analytics	Serve to create statistics and footprint.
2C) Analytical	YouTube	Monitoring of individual webpages. Serve to monitor conversions and behavioral targeting.
3) Marketing tools	Facebook - Remarketing	Monitoring individual webpages. Serve to create audiences for ad targeting on Facebook.