



## PRIVACY POLICY OF PERSONAL DATA PROCESSING - COOKIES

### 1. GENERAL PROVISIONS

The privacy and protection of personal data of visitors to the Roletik platform at [www.roletik.com](http://www.roletik.com) (hereinafter only the "**Platform**") is a priority for us. We have developed this Privacy Policy to inform you as visitors to the Platform about how ROLETIK s.r.o., with its registered office at Chvalova 1121/9, Žižkov, 130 00 Prague 3, Czech Republic (hereinafter referred to as "us" or "Roletik") acquires, stores and further processes your personal data in connection with the operation of the Platform.

When operating the Platform, we always take utmost care to protect your privacy and personal data. Below you will find basic information about cookies and how we use them within the Platform.

### 2. WHAT ARE COOKIES FILES?

Cookies are files stored on your end device that are used to store information about browsing our web pages (language settings, connection period of the visited site, etc.). We may use this information during your next visits, especially to facilitate your browsing experience. We place great emphasis on transparency, so in this Privacy Policy we list the types of cookies used on our website. Please be aware that when sharing an end device with others, cookies may not fully ensure personalization of the site.

### 3. WHY DO WE USE COOKIES IN THE PLATFORM?

We process your personal data in the form of cookies primarily for the purpose of improving your user experience of using our website, for example by remembering your user preferences, settings, or authentication data. Cookies also help us personalize the content that is displayed on our site, including any offerings of our products and services to meet your preferences as much as possible.

### 4. WHAT TYPES OF COOKIES DO WE USE?

Our site may use the following cookies:

- **User's cookies.** These cookies are collected when you use our site, ie based on your actions on our website, to the extent necessary to ensure the operation of individual user functionalities. For example, these cookies help us ensure that you remain logged in when you browse our websites and/ or that your information (such as a completed form, shopping cart, etc.) does not get deleted while you visit our website.
- **Authentication cookies.** Authentication Cookies allow us to remember your authentication (e.g. login) data that you have used on our site and at the same time relieve you of the need to manually enter these data repeatedly. We may maintain authentication cookies as seasonal cookies, i.e. cookies that will only be processed for the duration of your visit to our website and will be automatically deleted or permanently, i.e. cookies that remain and will be stored after you leave our site to serve for your possible future authentication.



- **Media player cookies.** These cookies allow us to remember your preferences in relation to the displayed multimedia content of our website (audio quality, image quality, content load rate, data that allows you to continue playing audio or video since your last interruption).
- **Preferential cookies.** Preferential cookies allow us to remember and refresh your preference settings (language settings, page interface views) every time you visit our website.
- **Third parties cookies** are used by partner websites that are part of our site or linked to our site.
- When you visit our website, you may notice that some cookies are not directly associated with us. If you visit a website that contains embedded content, such as Facebook or YouTube, you may be sent cookies from these sites. These cookies are not under our control, so we encourage you to obtain information about the use of these third party cookies on their websites.
- **Marketing cookies.** Furthermore, our website may use cookies to provide you with information about the products, services and sites you have visited. With this type of cookies, we can offer you customized content, and in particular while viewing our site, we can display targeted ads that match your expectations. This type of cookies can be edited according to your choice, see below. If you refuse to use cookies to identify the products, services and sites you have visited, the content of the browsing will not be customized and the ads displayed may be uninteresting to you.

## 5. WHAT OTHER DATA DO WE COLLECT WHEN VISITING THE PLATFORM?

When you visit the Platform, we will monitor your orientation on our website to verify that you are not a bot and optimize our services:

- information about your browser and device;
- data collected through automated electronic interactions;
- application usage data;
- statistical information about your use of our website.

If you send us an email (e.g. to request information or provide feedback on Platform content), the information you provide to us will only be used to help us collect the required information and respond to your message.

When you visit one of our services, our servers also record your global IP address, a number that is automatically assigned by the network the computer is part of.

## 6. HOW LONG DO WE KEEP COOKIES DATA COLLECTED?

The processing of your personal data collected by cookies is based on your consent, which can be revoked at any time through browser settings. If you accept the use of cookies on our website, we will collect and process your personal data for 48 months. All permanent cookies



are removed from your device after this time and your personal information is no longer processed.

## **7. HOW CAN I CHANGE MY COOKIES SETTINGS?**

You can change or modify your cookie settings at any time through your web browser. The exact procedure will always depend on the type of Internet browser you are using. To learn more about cookies, including what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

To log out of Google Analytics tracking on all websites, visit <http://tools.google.com/dlpage/gaoptout>. Please note that if you do not set up your browser, you will accept cookies used by this website.

## **8. LINKS TO EXTERNAL WEBSITES**

We may refer to the website of another company, organization, or authority that will allow you to access their website directly from the Platform. Each operator of these external websites will apply its own personal data processing policies regarding the use of cookies and the collection and use of information. If you have any concerns about the way your data will be used, we recommend that you read the relevant privacy statements on the relevant website.

Roletik will try to provide you with links to high quality, reputable websites that we think will be interesting and important to you. Please note that we are not responsible for the content of such websites and we cannot accept responsibility for any problems arising from the use of your information, the content of the websites or the services offered by such websites.

## **9. GOOGLE ANALYTICS**

Our site uses Google Analytics, there are used cookies for a website analysis service provided by Google Inc. Google Analytics - text files stored on your end device to analyze website usage for statistics. Information about your use of the site created by cookies, including your IP address, is sent by Google to servers located in the United States. Google uses this information to evaluate your use of the site, report on site activity to its administrator, and provide other site activity and internet usage services. Google may pass this information on to third parties if it is legally required to do so, or if third parties process that data on behalf of Google, in particular the site administrator. Google will not associate your IP address with any other collected data. You may disable the use of cookies in your browser settings (see article 5 above). However, deactivation may result in the loss of some of the features of this site. By browsing this site, you expressly consent to the processing of personal data by Google under the terms and conditions described above. You can find Google's privacy policy [here](#).

**This document were last updated on 16/05/2019.**