

Cookie Policy

What are cookies?

1. Cookies are small text files that a website sends to your browser. It allows the website to record information about your visit, such as your chosen language, etc. Your next visit to the site can be easier and more enjoyable for you. Cookies are important because without them, browsing the Internet would be much more difficult. Cookies allow you to make better use of our website and to adapt its content to your needs. Almost every website in the world uses cookies. Cookies are useful because they increase the user-friendliness of a website that you repeatedly visit.

Based on these files, the website can recognize you:

- a) using a so-called "session cookie" - during your visit to the website. These so-called temporary cookies are automatically deleted when you close your browser. You can set your browser to inform you about the use of cookies. This will ensure transparency in the use of cookies. Important: if you completely exclude the use of cookies, you may not be able to use certain functionalities of our Website.
 - b) using so-called "persistent cookies" - for repeated visits to the website. These persistent cookies can be checked each time you visit the Website. The information we collect through the Website includes: browser type, internet address from which it connected to the Website, device operating system, device IP address. To show you more relevant ads, some cookies are set by a third-party advertising system, such as Google Analytics. You can turn this off in your Google Account. You can set your computer to refuse cookies, although in this case it is possible that some functions of the site will not work.
2. So-called "our cookies" are cookies that have been placed on this website by our company.
 3. So-called "third-party cookies" are cookies that are placed on your device by another company when you use our website. Third-party cookies may be placed on your device by someone who provides us with a service (such as Google Analytics).
 4. Third parties do not have access to the data in our cookies and we cannot access third party cookies.

What cookies do we use and for what purpose?

We use cookies at [the www.strunk-czech.cz](http://www.strunk-czech.cz) website to measure website traffic and ensure the functioning of the website.

We use the following cookies:

- *Cookies necessary for the functioning of our website and performance cookies – these cookies allow us to make the website work properly and usually do not collect any personal data about you, or this data is anonymized. We use them on the basis of our legitimate interest. You can refuse the use of these cookies in your web browser settings. However, in this case, please note that some functions of our website may not be fully functional.*
- *targeted, advertising and functional cookies (third-party cookies) – these cookies are used to personalize the content of the website and display advertising that is relevant to you. These cookies are used to collect personal data and our website uses them only if you have given your prior consent to the collection by setting up your browser.*

These cookies may be set through our site and by our advertising partners, who may use them to profile your interests and to display relevant ads on other sites, in accordance with the cookie policies available on these partners' sites displayed in the advanced cookie settings.

This basic cookie policy gives you information about the specific cookies used on this website.

COOKIE SETTINGS

How to set your browser to prevent the use of cookies?

1. When you visit our website for the first time, only absolutely necessary cookies are stored on your device. If you do not accept/allow all cookies or select your individual cookie preferences, this setting will not change. For details on how to control and delete cookies, please see Checking and deleting cookies.

2. Some of the cookies we use are essential for our website to function. For example, when you visit our website for the first time, you will see a pop-up window with a message alerting you to our use of cookies.
3. By clicking on the appropriate button in the pop-up window, you consent to our use of necessary cookies in the manner described in this basic cookie policy. In relation to all other types of cookies we use, please note that these will not be set on your device unless you give your consent to their use.
4. In the event that you give your consent to cookies, you also give us and the relevant third parties your consent for the cookies to use your personal data in the manner set out in our Terms of Use and we will only set or read the relevant cookies at the time set out in the table, which can be accessed by clicking on the relevant link in the pop-up window.
5. In order to disable the respective cookies that are used on the basis of consent, you can withdraw your consent to the use of cookies at any time. This is done by using the cookie icon in the relevant part of our website. Please note that cookies may remain on your device even after you choose not to use them. For more information on how to delete these files from your device, please refer to the text below or in the help/help tab of your browser.
6. The withdrawal of your consent to the use of optional cookies is also associated with the withdrawal of consent to the use of the personal data we collect using these cookies. For more details, please see our Terms of Use.

INFORMATION HANDLING

1. In the event of a contractual reason for necessary cookies, we may use your personal data to perform our contractual obligations under our Terms of Use.
2. Where we have a lawful basis for necessary cookies, we may use your personal information to comply with our legal obligations, in particular where we are required by law to recognise cookie preferences (for example, to know when you have disabled all cookies in your browser).
3. In the case of a legitimate interest for necessary cookies, we may use your personal data to operate the website in cases where there is no legal reason for its processing – see above.
4. Where you have given us your consent to performance, functionality or marketing cookies, we may use and process your personal data to:
 - a) Insight and analysis to inform our marketing strategies and improve your traffic;
 - b) Identify and record when you have accessed the website;
 - c) recording when they have engaged in electronic communication;
 - d) To evaluate and improve our services to make your visit to and use of the website more useful;
 - e) To evaluate the use of the website so that we can provide you with enhanced services;
 - f) quality control, website performance and system administration;
 - g) Track your browser on other websites and build a profile of your interests to show you relevant ads on other websites;
 - h) Security purposes, such as preventing or detecting fraudulent activity.

CHECKING AND DELETING COOKIES

To disable or opt out of the relevant cookies, use the cookie icons in the corner of your device, where you can change your cookie settings at any time. You may need to refresh the page for the settings to work. After this shutdown or logout, our website will no longer access or read these cookies.

Various files, scripts, codes or other information related to cookies may still be stored on the device. You can remove these by clearing your browser's cookies and cache using your web browser settings.

Any change to your web browser settings applies only to that particular web browser. If you use more than one web browser on your device, you need to change the settings for each browser and each device.

Additional information regarding cookies may be available as part of the "helper" function of your browser or operating system, or in the operating instructions of your device.

To opt out of Google Analytics tracking across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

The website <http://www.allaboutcookies.org/> provides comprehensive information on how to adjust cookie settings in a wide range of browsers. Please note that since we are neither the owner nor the operator of this website, we are not responsible for its content.

Please note that if you disable essential cookies (or all cookies) through your web browser settings, one or more of the basic features of this website, including those designed to ensure a safe visit, will not work correctly or at all.

Please note that in the event that you refuse or withdraw your consent to the use of any non-essential cookies or related personal data, the corresponding functionality or functionality of this website may not function properly or at all. The use of basic functions and the functionality of the website will not be affected.

You can delete cookies on your device and also set rules for storing them in your browser. You can read how to do this in the links below or in other documents of your internet browsers:

Chrome: <https://support.google.com/accounts/answer/61416?hl=cs>

Firefox: <https://support.mozilla.org/cs/kb/cookies-informace-ktere-si-weby-ukladaji-do-vaseho>

Internet Explorer: <https://support.microsoft.com/cs-cz/help/17442/windows-internet-explorer-delete-manage-cookies>

Android: https://support.google.com/chrome/answer/2392709?visit_id=1-636270856459123937-2696746637&rd=1&co=GENIE.Platform%3DAndroid&oco=1

iPhone and iPad:

<https://support.google.com/accounts/answer/61416?hl=cs&co=GENIE.Platform%3DiOS&oco=1>

EMAIL TRACKING

1. Some of the e-mails sent by our company may contain so-called e-mails. A pixel label, web beacon, transparent image, or tracked links that allow us to know when you open an email and to verify which links in the email you visited. Thanks to this information, we can find out which parts of our emails are most interesting.
2. You can also delete the pixel label by deleting the email. If you do not wish to download the pixel to your computer or other device, you can do so by choosing to receive emails in plain text format or by not opening the images in the email.
3. To unsubscribe from our mailing list, you can use our contact email address provided in the Terms of Use.

CHANGES AND CONTACT

1. We may change this basic cookie policy at any time by sending an email with the amended provisions or by publishing them on our website.
2. Any changes shall come into force 7 days after the date of sending the e-mail referred to in the previous clause or after the date of publication of the amended provisions on the Website, whichever occurs first.
3. If you have any questions or need further information about cookies or the processing of personal data, please contact us using the contact details provided in our Terms of Use.