

POLICY REGARDING THE USE OF COOKIES ON THE WEBSITE WWW.GALENCLINIC.CZ

(the "Policy")

GALEN CLINIC s.r.o., with its seat at Benešovská 1922/2, Vinohrady, 101 00 Prague 10

ID No.: 14177242

VAT No.: CZ 14177242

The Company (hereinafter the "Administrator") is entered in the Commercial Register kept by the Prague Municipal Court in Section C, File No. 361604.

1. INTRODUCTION

- 1.1 This Policy is addressed to users – natural persons who browse, read, or enter data on, the website <https://galenclinic.cz/> (the "Website") or who through a third-party website provide their data to the Administrator. One of the purposes of this Policy is to properly advise users of the Website of our use of cookies, and of the option to disable them.
- 1.2 The present Policy describes the way in which data of users of the Website is being obtained, collected, processed, and used by the Administrator, and how the Administrator uses cookies in order to obtain and process information about users of the Website.
- 1.3 For the purposes of this Policy, the term "cookies" shall be understood to comprise cookies as well as all similar technologies (such as pixel tags, web beacons, or device identifiers) that allow for the automatic collection of data from visitors to the Website. The data which is being collected in this way may include the visitor's IP address, type of browser, operating system, the referring URL, information on activities on the website, and the date and time of visit.

2. WHAT ARE COOKIES

2.2 Cookies are small text files containing snippets of information which may be stored on users' devices when they visit any website.

2.2 Cookies serve the following purposes in particular:

- a) They facilitate the effective navigation of websites, customization, storage of default choices, and generally an improved user experience;
- b) They allow to differentiate between users who visited the Website on a previous occasion and first-time visitors, and help keeping statistics on visitors to the Website;
- c) They allow for the placement of customized advertisements on the Website, geared toward the interest of the specific user.

2.3 Depending on who placed the cookies on your device, one can further differentiate between:

- a) First-party cookies – their validity is limited to the domain you're browsing. These cookies are considered more secure;
- b) Third-party cookies – they are placed using scripts from another domain. It thus becomes possible to track users across domains. They are often used for performance assessment.

3. PURPOSES OF COOKIE USE

3.1 Within the context of the Website, the Administrator uses cookies for the following purposes:

- a) technical cookies – these enable basic online functionalities (e.g. login) or features of specific websites (e.g. video streaming, content sharing, etc.). No user consent is required for the deployment of these essential cookies;
- b) analytical cookies – these serve to collect non-anonymous data on the behavior of users. Based on this information, the Administrator will be able to modify the Website for an even better user experience;
- c) retargeting cookies – these serve targeted ads to users who previously visited the Website;
- d) conversion tracking cookies – these allow us to assess how successful our promotional campaigns have been.

4. COOKIE STORAGE PERIOD

4.1 Cookies may be stored in the computer or other terminal device of the user for various amounts of time. The lifespan of some cookies is limited to the duration of the given session (these are transient or "session cookies"). This means that they exist only for as long as the browser is open; upon closing the browser, they are automatically deleted. Other cookies are permanent (also known as "persistent cookies"). These cookies remain in the browser even after it has been closed, until a specified date (or, as the case may be, until their manual removal by the user). These cookies allow for the identification of the computer or other terminal device of the user when the browser is being reopened to surf the internet.

5. TYPES OF COOKIES USED ON THIS WEBSITE

5.1 This Website stores the following types of cookies:

- a) Technical cookies – first-party session cookies. They make sure that basic technical aspects of the Website work as they should, such as signing up, using services, etc.;
- b) Google Analytics – first-party persistent cookies. These are used to generate anonymized statistics on the usage of the website. The processor of the data obtained based on these cookies is Google LLC. [Google Analytics Data Processing Terms](#) and [Cookies Policy](#);
- c) Google AdWords – first-party persistent cookies, retargeting and conversion tracking. [Google Adwords Data Processing Terms](#) and [Cookies Policy](#);
- d) Sklik – third-party persistent cookies, retargeting and conversion tracking. Our Website uses the retargeting technology of the Sklik service, operated by Seznam.cz, a.s., which allows us to present those visitors who previously showed interest in our products with ads posted within the advertising network of Seznam.cz, a.s. [Sklik Data Processing Terms](#);

6. BROWSER SETTINGS

6.1 The majority of web browsers accepts cookies in their default configuration. However, users may change their browser settings and reject (disable) or remove (delete) cookies. The specific steps which must be taken to do so are different from browser to browser, which is why we refer you to the support manual of your browser of choice. For the most common browsers, this guidance can be found at the following links:

- Chrome: support.google.com
- Opera: opera.com
- Firefox: support.mozilla.org
- MS Internet Explorer / Edge windows.microsoft.com
- Safari: support.apple.com

6.1 Rejecting or deleting cookies may cause the Website or certain features to function improperly, and may have adverse impact on your user experience. Parts of the Website which may rely on third-party content and thus also related third-party cookies will not be available.

7. PROCESSING OF PERSONAL DATA; OTHER USE OF DATA OBTAINED THROUGH THE WEBSITE

7.1 The Administrator represents that, in its capacity as personal data controller, it processes all personal data obtained through the use of cookies in accordance with Regulation (EU) 2016/679 of the European Parliament and 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), as well as related legal provisions in the area of personal data protection and cookie placement.

8. SHARING OF INFORMATION

8.1 The Administrator may share the information which was obtained when you navigated the Website with third parties, so as to properly administer the Website or pursue marketing activities on behalf of the Administrator.

9. FINAL PROVISIONS

9.1 The Administrator may at any time unilaterally change or supplement this Policy. In the event of changes to this Policy, the Administrator will bring the changes to the attention of all users sufficiently ahead of time, using appropriate means of communication so as to ensure that all users were objectively able to familiarize themselves with the changes in due time.

9.2 The Policy in its present wording is valid and effective as of 6 March 2023.