

POLICY ON THE USE OF COOKIES ON THE WWW.ACCOLADE.EU WEBSITE

(hereinafter referred to as the “Policy”)

Accolade, s.r.o.
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Reg. no.: 278 51 371
Registered with Prague City Court, section C, file no. 146043

(hereinafter referred to as “Accolade”)

1. INTRODUCTION

- 1.1 This Policy applies to users – natural persons who access, read or enter their data on the website <https://accolade.eu/> (the “Website”) or provide their data to Accolade through third party websites. This Policy has, among other things, the task of properly informing users of the Website about the use of cookies and about the possibility of disabling cookies.
- 1.2 This Policy describes how the data of users of the Accolade Website are collected, compiled, processed and used and how Accolade obtains and processes information about users of the Website with the help of cookies.
- 1.3 For the purposes of this Policy the term cookies means cookie files and other similar technologies (for example pixel tags, web signals or device identifiers) which can automatically collect data when you visit the Website. Information collected in this way may contain the IP address, browser type, operating system, reference URL, information about website activities, dates and times of website visits.

2. WHAT ARE COOKIES?

- 2.1 Cookies are small text files containing short data that can be stored on a user’s device when visiting any website.
- 2.2 In particular, cookie files:
 - a) serve for effective web navigation, customisation, storage of preferences and, generally to improve the user experience from the website;
 - b) make it possible to distinguish whether a particular visitor has visited the Website in the past or whether he/she is a new visitor and help to record statistics about visitors to the Website;
 - c) help to display advertisements tailored to the interests of a particular user.
- 2.3 Cookies can be categorised according to who places them on the Website for you, i.e. into:
 - a) **first party cookies** – their validity is limited to the domain of the website you are viewing. These cookies are considered safer;
 - b) **third party cookies** – are placed using a script from another domain. Users can therefore be tracked across domains. They are often used to evaluate the effectiveness of advertising channels.

3. THE PURPOSE OF USING COOKIES

- 3.1 Accolade uses cookies on the Website for the following purposes:
 - c) **technical** – they enable basic web features (for example, login) or site features (for example, playing videos, sharing content, etc.). The user’s consent is not required to use these essential cookies;
 - d) **analytical** – they are used to collect non-anonymous data about user behaviour. Based on this, Accolade can modify the Website to improve the user experience;
 - e) **remarketing** – used to target advertisements to users who already visited the Website;
 - f) **conversion** – with them we can evaluate the success of campaigns.

4. COOKIE RETENTION TIME

- 4.1 Cookies may be stored on a computer or other end-user device for various lengths of time. Some cookies are limited by the duration of the session (“**session cookies**”). This means that they only exist when the browser is started and are automatically removed after it is closed. Other cookies are persistent (“**persistent cookies**”). These cookies remain in the browser even after it is terminated until a specified date, or until they are manually deleted by the user. According to these cookies, the user’s computer or other end-user device can be identified when restarting the browser and browsing the Internet.

5. THE TYPES OF COOKIES USED ON THIS WEBSITE

- 5.1 This Website stores the following cookies:

- a) Technical – first party cookies, short-term. They provide the basic technical functionality of the website, i.e. login, use of services, etc.;
- b) Google Analytics – first party cookies, long-term. They are used to generate anonymous site usage statistics. The processor of the data obtained from the cookies is Google LLC. [Google Analytics Data Processing Terms](#) and [Terms of Use of Cookies](#);
- c) Google AdWords – first party cookies, long-term, remarketing and conversion. [AdWords Data Processing Terms](#) and [Terms of Use of Cookies](#);
- d) Sklik – third party cookies, long-term, remarketing and conversion. Our website uses retargeting technology from Sklik operated by Seznam.cz, a.s. This allows us to show visitors, who have already shown an interest in our products, our ads on the Seznam.cz, a.s. ad network. [Sklik Data Processing Terms](#);
- e) Facebook Pixel – first party cookies, long-term, remarketing and conversion. [Facebook Data Processing Terms](#);
- f) Facebook Connect – first party cookies, long-term, technical. [Facebook Data Processing Terms](#).

6. BROWSER SETTINGS

- 6.1 Most web browsers accept cookies by default. However, the user can change his/her browser settings and refuse and remove cookies. The precise procedure varies from browser to browser, so you can find more information in your browser's help. For the most popular browsers they are:
- Chrome: support.google.com
 - Opera: opera.com
 - Firefox: support.mozilla.org
 - MS Internet Explorer / Edge windows.microsoft.com
 - Safari: support.apple.com
- 6.1 Refusing or removing cookies may result in the malfunction of the Website or some of its services and may adversely affect your user experience. Areas of the Website that may use third party content and related cookies will not be available.

7. PROCESSING OF PERSONAL DATA, FURTHER USE OF DATA OBTAINED VIA THE WEBSITE

- 7.1 Accolade declares that in its position as a personal data controller it processes all personal data, including personal data obtained through the use of cookies, in accordance with 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) and related legislation on the protection of personal data and the storage of cookies.
- 7.2 The processing of the personal data not only of visitors to the Website is described in detail in the Data Processing Terms available on the Website at the address https://www.accolade.eu/data/documents/accolade_privacy_policy_102018_en.pdf.

8. SHARING INFORMATION

- 8.1 Accolade may share information obtained through your movement on the Website with third parties, in order to manage the Website or conduct marketing activities on behalf of Accolade.

9. FINAL PROVISIONS

- 9.1 Accolade is entitled to unilaterally amend or supplement this Policy at any time. In the event of amendments to this Policy, Accolade shall notify users of the amendments sufficiently in advance and in an appropriate manner so that users have an objective opportunity to become acquainted with them.
- 9.2 This version of the Policy is valid and effective from 1 November 2018.