

## WWW.ACCOLADE.EU COOKIE POLICY

(hereinafter referred to as the “Policy”)

Accolade, s.r.o.

Sokolovská 394/17, Karlín, 186 00 Praga 8,

National Official Business Register Number [REGON]: 278 51 371

company registered at the Court of the City of Prague, division C,

item no. 146043

(hereinafter “Accolade”)

### 1. INTRODUCTION

- 1.1 This Policy applies to the users – natural persons who view, read or enter their data on the <https://accolade.eu/> website (hereinafter the “**Website**”) or who share their data with Accolade through third party websites. The purpose of this Policy is, among other things, to provide the users of the Website with relevant information on the use of cookies and the options to block them.
- 1.2 This Policy sets forth the rules governing collection, storage, processing and use of the data of the Accolade Website users, as well as Accolade using cookies for collecting and processing the Website users' data.
- 1.3 For the purposes of this Policy, cookies are defined as cookies and other similar technologies (such as pixel tags, web beacons or device IDs) that may automatically collect data during a visit to the Website. Information collected in this manner may include IP address, browser type, operating system, referring URL, information about activity on a page, dates and times when the page was visited.

### 2. WHAT ARE COOKIES?

- 2.1. Cookies are small text files containing small amount of data that may be stored on the device of the user visiting a website.
- 2.2. Among others, cookies:
  - a. are used to facilitate navigation through the website, for personalization, saving preferences and for overall improvement of a website's user experience;
  - b. allow to learn whether the user visited the Website in the past or is a new user, as well as assist in maintaining statistics on Website users;
  - c. facilitate displaying relevant ads on the Website to match the individual user's interests.
- 2.3. Cookies may be divided based on the entity placing them on the website, i.e. into:
  - a. **first party cookies** – they are only valid for the domain of the website being viewed. These cookies are considered safer;
  - b. **third party cookies** – these are placed through an external domain script. This allows to follow the users over more than one domain. They are often used to measure the effectiveness of advertising campaigns.

### 3. WHAT IS THE PURPOSE OF USING COOKIES?

- 3.1. Accolade uses cookies on its Website for the following purposes:
  - a. **essential** – these files support the basic functionalities of the website (e.g. logging in) or the individual pages (e.g. watching videos, sharing content etc.); necessary cookies do not require user consent;
  - b. **functional** – facilitate navigation and improve the functionality of the Website, store the user preferences and improve safety;
  - c. **analytical** – collect non-anonymous user behavior data. Based on these files Accolade may customize the Website to improve user experience;
  - d. **marketing**
    - **remarketing** – used to target ads to users who have visited the Website before;
    - **conversion** – allow to measure the effectiveness of advertising campaigns.

### 4. COOKIES USED ON THIS SERVICE

#### 4.1 ESSENTIAL COOKIES

When viewing and using the Website for informational purposes only, i.e. when the user does not register or does not grant consent, the data collected and transmitted to our server only includes the personal data necessary for viewing the Website and ensuring stability and safety of its use.

INTERNAL

Name	Owner	Details	Retention Period
_dc_gtm_UA-xxxxxxx	accolade.eu	Cookies used to load other scripts and pieces of code on the Website.	A few seconds

#### 4.2 FUNCTIONALITY COOKIES

Facilitate navigation and improve the functionality of the Website. Are used to trigger specific Website functions and settings, depending on the user preferences (e.g. language). Functionality cookies are used to store user preferences for new visits to the Website and improve its safety. These cookies do not collect information that would allow to identify the user.

INTERNAL			
Name	Owner	Details	Retention Period
_ym_d	accolade.eu	Are used to store the first visit to the Website.	1 year
nette-samesite	360.accolade.eu	System defense against CSRF attacks.	Session
_nss	accolade.eu	A cookie used for detecting CSRF attacks.	Session
THIRD PARTY			
lang	linkedin.com	Stores the user's language settings, to allow LinkedIn.com service to be displayed in the language selected by the user in their settings.	Session

#### 4.3 ANALYTICS COOKIES

Cookies used to improve the functionality of the Website. Allow to recognize and measure the number of visitors, as well as to monitor their use of the Website. They help improve the functionality of the Website, e.g. by allowing the users to easily find the information they are looking for. These tools are also used to analyze and regularly improve the functionality of the Website. Statistics obtained in this way may be used to improve user experience. These cookies typically do not collect information that would allow to identify the user.

INTERNAL			
Name	Owner	Details	Retention Period
_ga	accolade.eu	Recognizes the users by assigning a randomly generated number to them; used to determine the number of visitors, session and campaign for the purpose of basic analytical purposes.	2 years
_gclxxx	accolade.eu	User interactions measurements.	3 months
_gid	accolade.eu	Stores the number of pages displayed.	1 day
_ym_uid	accolade.eu	Cookies used to recognize the Website users.	1 year
_ym_visorc	accolade.eu	Network analysis cookie contains a unique identifier assigned to each browser to monitor the user's interactions with the Website.	Session
_ym_isad	accolade.eu	It allows to identify if a user has activated ad blocking software.	A few seconds
THIRD PARTY			
yandexuid	yandex.ru	A cookie used for identifying users; it collects information about the way visitors use the Website and is used for internal analysis for the purposes of optimizing the Website.	1 year
AnalyticsSyncHistory	linkedin.com	It is used for retaining information about when synchronization with a cookie took place.	1 month
metrika_enabled	mc.yandex.ru	It verifies the number of users, the sources of traffic and user behavior on the Website.	Session
yabs-sid	mc.yandex.ru	It records data about user behavior on the Website.	Session

**MARKETING COOKIES**

They are used for tracking Website user preferences for the purpose of matching advertisements, i.e. displaying marketing and advertising information (also on the Websites of other entities) according to the preferences. Marketing cookies use third party tools. Marketing cookies are used only with the user's consent.

INTERNAL			
Name	Owner	Details	Retention Period
<a href="#">_fbp</a>	<a href="#">accolade.eu</a>	Uses Facebook to deliver various types of advertising, such as third party advertisers' offers available in real time.	months
<a href="#">metrika_enabled</a>	<a href="#">accolade.eu</a>	Is used for tracking visitors on multiple Websites for the purpose of presenting relevant advertisements based on user's preferences.	Session
THIRD PARTY			
<a href="#">sid</a>	<a href="#">seznam.cz</a>	stores a user's information on the Internet.	days
<a href="#">VISITOR_INFO1_LIVE</a>	<a href="#">youtube.com</a>	A cookie that allows YouTube to track user preferences concerning YouTube videos posted on Websites; can also check if a user uses the latest or a previous version of YouTube.	months
<a href="#">li_gc</a>	<a href="#">linkedin.com</a>	It is used for saving user preferences.	years
<a href="#">IDE</a>	<a href="#">doubleclick.net</a>	Displaying Google advertisements on third party websites.	year
<a href="#">lidc</a>	<a href="#">linkedin.com</a>	It records user activity on the Website.	day
<a href="#">bcookie</a>	<a href="#">linkedin.com</a>	A cookie used for sharing content posted on the Website by means of a social network.	years
<a href="#">YSC</a>	<a href="#">youtube.com</a>	Stores data entered by users and assigns an activity to a user.	Session
<a href="#">CONSENT</a>	<a href="#">youtube.com</a>	A cookie that delivers information about the way a user uses the Website and various kinds of advertisements that they could watch prior to visiting the Website.	years
<a href="#">UserMatchHistory</a>	<a href="#">linkedin.com</a>	A cookie used for tracking users for the purpose of ensuring that more relevant advertisement are displayed based on their preferences.	month
<a href="#">bscookie</a>	<a href="#">www.linkedin.com</a>	Used by the social networking service LinkedIn for tracking the use of embedded services.	years
<a href="#">ymex</a>	<a href="#">yandex.ru</a>	It records data on user behavior on the Website.	year
<a href="#">C</a>	<a href="#">adform.net</a>	Checks if a user's browser accepts cookies.	month
<a href="#">testovací_cookie</a>	<a href="#">doubleclick.net</a>	A cookie allows DoubleClick (a subsidiary of Google) to verify if a browser of a Website's user accepts cookies.	A few seconds

**5. MARKETING TOOLS**

5.1. The websites below can use the following marketing tools:

- Google Analytics of Google LLC [Rules of Google Analytics data processing service vs.CookiePolicy](#);
- Google AdWords of Google LLC [Rules of data processing by AdWords vs.CookiePolicy](#);
- Sklik of Seznam.cz, a.s company [Data processing rules by Sklik](#);

- d. Facebook Pixel and Connect of Facebook Ireland Ltd. [Rules of data processing by Facebook](#).

## 6. COOKIE SETTINGS

- 6.1. Cookie settings can be changed using the cookie bar. Settings may be changed at any time through a link permanently available on the Website. If basic cookies are not allowed, some features of this Website may not work properly.

Cookies can be completely switched off or only accepted with limitations (depending on the browser) through the web browser. Cookie settings in the most frequently used browsers can be found under the following links:

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

## 7. PERSONAL DATA PROCESSING, FURTHER USE OF DATA COLLECTED THROUGH THE WEBSITE

- 7.1. Accolade declares that as the personal data controller it processes all personal data, including personal data collected through the use of cookies, in accordance with the Regulation of the European Parliament and the (EU) Council 2016/679 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 (Global Data Protection Regulation) and related personal data protection and cookie storage regulations.
- 7.2. The Personal Data Processing Policy, applicable not only to the persons visiting the Website, has been described in detail in the Personal Data Processing Rules at [https://www.accolade.eu/files/documents/accolade\\_privacy\\_notice\\_102018\\_en.pdf](https://www.accolade.eu/files/documents/accolade_privacy_notice_102018_en.pdf).

## 8. INFORMATION SHARING

- 8.1. Accolade can share data collected from a user's visit to the Website with external parties for the purpose of managing the Website or conducting marketing activities on behalf of the company.

## 9. CONNECTIONS WITH SOCIAL NETWORKS

- 9.1. Social network buttons available on the Website are provided to facilitate interaction with social networks and make the Website more attractive for users. Connection with a given social network will only be established when a user clicks the relevant button. In this case their browser connects with the servers of the relevant social network.

## 10. FINAL PROVISIONS

- 10.1. Accolade is entitled to introduce unilateral changes or to supplement this Policy at any time. Should any changes be introduced into this Policy, Accolade shall notify users about the changes in advance and in the proper manner to ensure that users can actually review the changes.
- 10.2. The Policy comes into effect and becomes binding as of 1 November 2018; last update – February 2022.