COOKIES POLICY

1.   INTRODUCTORY PROVISIONS

1.1   This document governs the cookies policy of ReloCare s.r.o., with its registered office at U Měšťanského pivovaru 1417/7, Prague 7, Holešovice, ID No.: 283 93 996, entered in the Commercial Register maintained by the Municipal Court in Prague, File No. C 138418 (the "**Controller**") applicable to users - natural persons who browse, read or enter their data on the website www.relocare.cz (the "**Website**").

1.2   The purpose of this Policy is, inter alia, to duly inform the Website users about the use of cookies, the possibility of granting consent to the use of cookies, and the possibility of disabling the use of cookies.

1.3   This Policy describes how the data of the Website users are obtained, collected, processed and used, and how the Controller obtains and processes information about the Website users by means of cookies.

2.   DEFINITION AND PURPOSE OF COOKIES AND TAGS

COOKIES

2.1   For the purposes of this Policy, "cookies" are small pieces of information that are stored on your device when you visit a site or use an app. The Website or app decides the name of cookies, what information they contain, and how long they are kept on your device.

2.2   Cookies in particular:

(a)   serve for efficient navigation on the Website, personalisation, saving preferences and generally improving the user's experience of the Website; and

(b)   allow to distinguish whether a particular user has visited the Website in the past or is a new visitor and to assist in recording statistics about visitors to the Website.

2.3   Controller will only use some of the cookies if a visitor to the Website has granted their consent to the use of cookies in accordance with clause 5.1 of this Policy.

2.4   The specific purposes for which cookies are used are set out below in clause 4.1 of this Policy.

TAGS

2.5   A tag is a generic name for code elements found in web pages. Most tags simply describe the content of the page, but certain types of tags contain programmatic elements or inject dynamic content like video or audio files into the page.

2.6   The tags used on the Website are set out below in clause 4.2 of this Policy.

3.   TYPES OF COOKIES

3.1   In general, cookies can be divided on the basis of a number of criteria:

(a)   According to who creates and processes cookies, cookies can be divided into:

(i)   **first party cookies**, which are created directly by websites or scripts on the same domain. They are most often used to provide the basic functionality of the Website;

(ii)   **third party cookies** are created by other websites. These websites own some content on the website you visit, such as advertisements, images or videos.

(b)   According to their durability, cookies can also be divided into:

(i) **session cookies** are temporary and are stored on the device only until the user finishes working with the web browser, and are deleted after closing it. These cookies are essential for the proper functionality of the website or associated applications;

(ii) **permanent cookies** are used for easier and more convenient navigation on the website (e.g. easier and faster navigation). These cookies remain in the browser for a longer period or until they are manually deleted. The length of this period may depend on the selected web browser settings.

(c) According to their intended use, cookies can be divided into:

(i) **strictly necessary/essential cookies**, which are necessary for the operation of the website. These include, for example, cookies that allow the user to log into secure parts of the website. These cookies do not collect information about users that could be used for marketing purposes or to remember what websites users have visited in the Internet environment;

(ii) **functional/preferences cookies** facilitate the control and improve the functions of the website. They are used to activate specific website functions (e.g. video playing) and to set them according to the user's preferences (e.g. language). Functional cookies are also used to remember preferences for the next time the user visits the website. However, they do not collect information that can identify the user;

(iii) **performance/statistical cookies** are used to improve the functioning of the website. These cookies collect information about how visitors use the website, e.g. which websites visitors go to most often and whether they receive error messages from the website. Performance cookies allow us to record and count the number of visitors to the website, which allows us to track how visitors use the website. These cookies do not collect personally identifiable information about the user. The information collected by these cookies is aggregated and anonymous;

(iv) **advertising/marketing cookies** are used to track preferences and to send advertising messages in accordance with those preferences.

4. COOKIES AND TAGS

4.1 The following types of cookies are used on the Website:

Name	Purpose	Retention period
Necessary cookies		
__cf_bm	**Third party cookies.** This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Session
apbct_cookies_test apbct_headless apbct_page_hits	Used in order to detect spam and improve the website's security.	Session
apbct_pixel_url	Used in order to detect spam and improve the website's security.	Persistent
apbct_prev_referer	Used by the website to identify and eliminate spam on the website's comment-function.	Session
apbct_site_landing_ts	Ensures visitor browsing-security by preventing cross-site request forgery.	Session
apbct_site_referer apbct_urls	Used in order to detect spam and improve the website's security.	2 days
bscookie	**Third party cookies.** This cookie is used to identify the visitor through an application. This allows the visitor to log in to a web site through their LinkedIn application for example.	1 year
cookielawinfo-checkbox-advertisement	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	1 year
cookielawinfo-checkbox-analytics	Used to detect if the visitor has accepted the statistics category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	1 year

cookielawinfo-checkbox-functional	Determines whether the user has accepted the cookie's consent box.	1 year
cookielawinfo-checkbox-necessary	Determines whether the user has accepted the cookie's consent box.	1 year
cookielawinfo-checkbox-others cookielawinfo-checkbox-performance	Stores the user's cookie consent state for the current domain.	1 year
ct_checked_emails	Used in order to detect spam and improve the website's security.	Session
ct_checkjs ct_fkp_timestamp ct_mouse_moved ct_pointer_data ct_ps_timestamp ct_screen_info ct_timezone	Used in order to detect spam and improve the website's security.	Session
ct_checkjs ct_fkp_timestamp ct_pointer_data ct_ps_timestamp ct_screen_info ct_timezone	Used in order to detect spam and improve the website's security.	Persistent
ct_has_scrolled	This cookie is used to distinguish between humans and boots.	Session
ct_sfw_pass_key	Used by the website to identify and eliminate spam on the website's comment-function.	29 days
embed/v3/counters.gif	**Third party cookies.** Used to implement forms on the website.	Session
li_gc	**Third party cookies.** Stores the user's cookie consent state for the current domain.	179 days
test_cookie	**Third party cookies.** Used to check if the user's browser supports cookies.	1 day
Preferences cookies		
ct_cookies_type	Used in order to detect spam and improve the website's security.	Persistent
lang	**Third party cookies.** Remember the user's selected language version of a website.	Session
lang	**Third party cookies.** Necessary for maintaining language-settings across subpages on the website.	Session
lidc	**Third party cookies.** Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimise user experience.	1 day
wpglobus-language wpglobus-language-old	Determines the preferred language of the visitor. Allows the website to set the preferred language upon the visitor's re-entry.	1 year
Statistics cookies		
__hssc	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	1 day
__hssrc	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	Session
__hstc	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	179 days
_ga	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the site's analytics reports.	399 days
_gat	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to.	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_hjAbsoluteSessionInProgress	This cookie is used by Hotjar to detect the first pageview session of a user. This is a True/False flag set by the cookie.	1 day
_hjFirstSeen	Identifies a new user's first session on a website, indicating whether or not Hotjar's seeing this user for the first time.	1 day
_hjIncludedInSessionSample	Used when Hotjar has rejected the session from connecting to our WebSocket due to server overload. Applied in extremely rare situations to prevent severe performance issues.	1 day

_hjRecordingLastActivity	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session
hjSession#	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	1 day
hjSessionUser#	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID.	1 year
AnalyticsSyncHistory	**Third party cookies.** Used in connection with data-synchronisation with third -party analysis service.	29 days
apbct_timestamp	Sets a timestamp for when the visitor entered the website. This is used for analytical purposes on the website.	29 days
ct_has_scrolled ct_mouse_moved	Registers if the website's scroll-depth detection is active. This function remembers how the user has scrolled on the current session across the website's sub-pages.	Persistent
hjViewportId	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session
hubspotutk	This cookie name is associated with websites built on the HubSpot platform. HubSpot report that its purpose is user authentication.	179 days
ln_or	Registers statistical data on users' behaviour on the website. Used for intern analytics by the website operator.	1 day
Marketing cookies		
_/ad/75aa344edeef4dbfa3b3dd7cb5f40e6f/pixel	**Third party cookies.** Collects data on user behaviour and interaction in order to optimise the website and make advertisement on the website more relevant.	Session
__ptq.gif	**Third party cookies.** Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	3 months
_gcl_au	Used by Google Ad sense for experimenting with advertisement efficiency across websites using their services.	3 months
_hjRecordingEnabled	This cookie is used to identify the visitor and optimise ad-relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by the third party data-centre or ad-exchange.	Session
ads/ga-audiences	**Third party cookies.** Used by Google Ad Words to re-engage visitors that are likely to convert to customers based on the visitor r's online behaviour across websites.	Session
bcookie	**Third party cookies.** Used by the social networking service, LinkedIn for tracking the use of embedded services.	1 year
IDE	**Third party cookies.** The main business activity is Google's real time bidding advertising exchange.	1 year
pagead/1p-conversion/#	**Third party cookies.** Cookies used by Google for targeted advertising activities. Recognize multiple network requests to various domains.	Session
pagead/1p-user-list/#	**Third party cookies.** This is used for measurement of advertisement efforts and facilitates payment of referral fees between websites.	Session
pagead/viewthroughconversion/435318057	**Third party cookies.** Used to associate the conversation tracking to a specific AdWords account.	Session
UserMatchHistory	**Third party cookies.** Ensures visitor browsing -security by preventing cross-site request forgery.	29 days

4.2 The following types of cookies are used on the Website:

TAG	Type
www.eura-relocation.com moderate10.cleantalk.org	**Beacon** – a web beacon is a technique used on web pages to unobtrusively allow checking that a user has accessed some content.
js-eu1.hs-analytics.net; ajax.googleapis.com cdn.html5maps.com; connect.facebook.net www.googletagmanager.com; www.gstatic.com; www.google-analytics.com; googleads.g.doubleclick.net	**Script** – to insert data or an executable scripting language.
w.soundcloud.com; www.google.com vars.hotjar.com	**Iframe** – allowing to define an area in a web page for inserting another web page.

4.3 Further information about our cookies and an up-to-date list of cookies is available within individual web browsers, most often in the **Developer Tools section**.

5. CONSENT AND REJECTION OF COOKIES

5.1 The use of cookies which process personal data requires the user's consent, which the user grants by ticking the designated checkbox contained in the cookie bar. If the user does not grant their consent to the use of cookies, the Controller will not use cookies on the Website in relation to the user that are not necessary for the functioning of the Website (i.e. essential cookies). Essential cookies can be disabled in the settings of the browser used. Please note that if you use your browser settings to disable essential cookies, you may not be able to access the Website or certain parts of the Website, or the Website may not function properly.

5.2 Users may change their browser settings at any time and reject/remove or allow the use of cookies. The specific procedure differs from browser to browser, so please refer to your browser's help for further information. For the most common browsers these are:

(a) Chrome

(b) Firefox

(c) MS Internet Explorer / Edge

(d) Safari – MAC & Phone, iPad, or iPod touch

(e) Opera

5.3 Rejecting or removing cookies may lead to the Website or some of its services not functioning properly and may have an adverse effect on your user experience. Areas of the Website that could use third party content and related cookies will not be available.

6. THIRD PARTIES

6.1 If you are logged in as a user of a website under your user account, such as Google or Facebook, cookies may be stored by these third parties. The purpose and scope of the data collection, as well as the respective rights and privacy settings, can be found in the information on the website of the third party, e.g.:

(a) Google

(b) Facebook - Meta

6.2 Through third parties, websites use marketing tools to help target advertising to users who have already visited the website. If a user does not wish to be contacted by advertising, the personalization of website ads can be turned off at the sites listed below

(a) Google

(b) Facebook - Meta

6.3 For more information/support, please visit

(a) Google

(b) Facebook - Meta

7. USEFUL LINKS

7.1 Many third-party applications allow users to block or manage cookies. Users can also delete cookies that were previously stored on their device by deleting their browsing history or through third party applications.

7.2 For more information about applications that allow users to block or manage cookies and other useful information about cookies, please see, for example, the following websites:

7.3   If you have any questions about cookies, you can contact us by e-mail at adam@relocare.cz.

8.   FINAL PROVISIONS

8.1   The Controller may unilaterally amend or supplement this Policy at any time. In the event of any amendment to this Policy, the Controller shall notify the users of such amendment in sufficient time and in an appropriate manner so that the users have an objective opportunity to familiarise themselves with such amendment.

8.2   This Policy comes into force and effect on 1.1.2023.