

## **Principles of privacy and personal data protection on websites**

1. The website provider as the administrator of personal data in compliance with the Act No. 101/2000 Coll. on personal data protection declares that personal data provided by the website visitor will not be collected, preserved and processed without the website visitor's consent.
2. The website provider declares that in the case of visitor's consent with the personal data processing, the website provider will collect personal data corresponding exclusively in an extent that is necessary for fulfilment of the specified purpose and process personal data only in accordance with the purpose for which the data were collected. Employees of the provider, other natural persons who process personal data on the basis of an agreement concluded with the provider and other persons shall be obliged to maintain confidentiality of personal data. The obligation to maintain confidentiality shall survive termination of employment.
3. The consent to personal data processing in compliance with point (2) is given by the website visitor with no time limitation but for a period of time that is necessary for the purpose of their processing. A website visitor has right of access to personal data and right to have the personal data rectified. The visitor can further ask the provider for explanation, alternatively require from the provider to remedy the arisen state of affairs in case the visitor presumes that the provider processes visitor's personal data is in contradiction with the valid and effective regulations. Personal data of a visitor will be processed by the website provider or more precisely by provider's employees or other natural persons stated in point (2). Personal data of a visitor will be processed via manual and automatic means in the provided extend.
4. A website visitor (or a person interested in services of website operator) notes that the communication between him and the coordinators of website operator (who are non-medical staff) will be conducted through the Zoho CRM system. The website visitor (or a person interested in services of website operator) grants the web site operator the consent in the scope of points 2 and 3 also for communication through the Zoho CRM system. All data provided by the site visitor (or a person interested in services of website operator) to the web site operator via the Zoho CRM system is provided voluntarily by the user with the consent to communication through the Zoho CRM system.

## **Remarketing and usage of cookies files**

5. On the operated website, the website provider utilizes remarketing function – Google AdWords service (hereinafter referred to as „remarketing“). Remarketing allows the website provider to repetitively address visitors of the operated website, who have previously shown an interest in his services. After arriving to the website, a visitor is marked and anonymously placed onto a list of a targeted audience. This marking is assured via cookie files. It presents text files which identify the visitor's browser and assign the visitor a particular behaviour (e.g. what is sought for in the browser, which websites are visited etc.) Cookie files are connected neither with any name nor with any email address of a visitor. Their validity is timely limited; the validity is however prolonged by a repeated visit.
6. The user data from visitors entering the provider's website is collected for purposes of remarketing function in compliance with conditions of Google Company advertisement (available on: <https://support.google.com/adwordspolicy/answer/6008942?rd=1>) and the Act No. 101/2000 Coll. on personal data protection. For this purpose, suppliers of third parties, Google Company inclusive, show the website advertisement of the provider on different websites by means of cookie files utilization to view advertisement based on previous user's visits.

7. Website visitors can deregister from use of cookie files via Google Company on site Advertisement Settings by Google Company (available on: [www.google.cz/ads/preferences](http://www.google.cz/ads/preferences)). Deregistration from cookie files receipt supplied by third parties is possible via website Network Advertising Initiative (available on: <http://www.networkadvertising.org/choices/>).

### Which cookies folders do we use?

Cookie folders are small, usually encoded text files that are saved in computer's directories in a browser or a mobile device of a visitor during a visit of a particular website.

Their purpose is to improve user's comfort in terms of allowing recognition of a device and helping visitor's browser to browse websites allowing e.g. automatic log in or remembering settings and choices the visitor has chosen during earlier visits. Cookie folders are used to measure how many people use internet website to assure sufficient capacity and fast website performance.

Cookie folders do not harm visitor's computer and cannot be used for his/her personal identification.

More pieces of information about cookies files are available at. e.g. website:

[www.allaboutcookies.org](http://www.allaboutcookies.org)

Website provider uses following kinds of cookie files:

(It is necessary to inform the website visitor which kinds of cookies files he/she may turn during visiting websites. This piece of information should comprise of cookie's file name, its expiration, who can access the information (if the website provider or the third party and in which cases), and cookie file description).

Name	Expiration	Who has access to information	Cookie file description
__insp_nv	1 year	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.
__insp_pad	1 year	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.
__insp_ref	1 year	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.
__insp_sid	1 year	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.
__insp_slim	1 year	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.
__insp_uid	Does not expire	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.
__insp_wid	1 year	Website provider, Inspectlet software	Used to track user's behaviour whilst visiting the website, used to help us constantly improve our website.

__utma	2 year	Google analytics software	Used to collect information about how visitors use the site, used to help us continuously improve our website.
__utmc	After the browsing session is finished.	Website provider, Google analytics software	Used to collect information about how visitors use the site, used to help us continuously improve our website.
_utmz	6 months	Google analytics software	Used to collect information about how visitors use the site, used to help us continuously improve our website.
_ga	2 year	Google analytics software	
qtrans_cookie_test	After the browsing session is finished.	Cookie from our site.	Used for remembering selected language mutation.
PHPSESSID	14 days	Cookie from our site.	Serves to hold the session ID of the current user.
nette-browser	After the browsing session is finished.	Cookie from our site.	Cookie utilized by framework Nette, based on which our web operates.