

## **POLICY ON THE USE OF ONLINE SERVICES**

When you visit and use this website (the "**Website**"), you can choose what use of the online services you allow us to make through our consent management banner. We use our own and third-party online services on the Website. These online services generally operate based on cookies and similar technologies such as tags, pixels, etc. (collectively, the "**Services**"). The Services are used to store and receive identifiers and other information about the computers, phones and other devices from which you access the Website to help us provide, protect and improve our Website and select advertising that may interest you.

Using the Services will allow us to offer you content that best suits your needs and interests and record information about your visit to the Website, making your next visit easier and faster.

You can directly find the specific Services, their descriptions and providers if they are Third-Party Services, including contact details and the relevant privacy policy, in our consent management banner. Below, we provide you with a general description of the services we use on the website and the purposes for which they are used.

### **WHAT SERVICES DO WE USE?**

#### **NEEDED**

When you visit and use the Website for informational purposes only, i.e. unless you register or give us your consent, we only collect the data that your browser transmits to our server, which is necessary in order to display the Website to you and to guarantee the stability and security of its use

If you log in to your user account on the e-shop via Google, Apple, or Facebook, the relevant Services necessary for this connection must be activated. Services that allow you to make online payments (Adyen, Twisto) are also necessary.

#### **FUNCTIONAL**

Functional Services collect information about your choices and preferences, allow us to remember your language or other local settings, and customize the Website accordingly. If you do not have the Functional Services activated, you cannot, for example, play videos or use other features on our Websites.

#### **ANALYTICA**

These Services are used to improve the website's functioning. They allow us to identify and track the number of visitors and monitor how visitors use the Website. They help us improve the Website's functionality, for example, by making it easy for users to find what they are looking for. These Services typically do not collect information that can uniquely identify you.

We use these tools to analyse and regularly improve the functionality of our Website. We may use the statistics and analyses obtained to improve the user experience and make your Website visit more enjoyable.

#### **MARKETING**

They are used to track Website user preferences to target advertising, i.e., display marketing and advertising messages (including on third-party sites) in accordance with those preferences.

Marketing Services mainly uses the tools of external companies.

## HOW CAN YOU SET UP SERVICES?

You can set up the services through our consent management banner and change your settings at any time through a link permanently placed on the Website. However, if you do not allow us to use certain Services, the relevant features of the Website may not function as they should.

You can also generally refuse cookies and other tools the Services uses or set to activate only some of them (depending on your browser type) through your internet browser. You can find the settings in the most commonly used browsers at the following links:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Opera](#)
- [Microsoft Edge](#)

## LINKS TO SOCIAL NETWORKS

Social networking buttons are placed on our Website, in particular, to allow interaction with social networks and to make the Website more interesting for you as a user. A connection to the relevant social network will only occur if you actively click on the relevant button. In this case, your web browser will initiate a connection to the servers of the respective social network.

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We may change the use of the Services depending on available technologies and in order to improve user experience and information, so if you wish, please read this notice again from time to time.

For further information on the processing of personal data, please visit our [Personal Data Processing Policy](#).