

USE OF COOKIES ON OUR SITE

1. What are cookies?

Cookies are small text files stored by a website on your computer or mobile device when you start using the website. This way, the website remembers your preferences and the actions you take (e.g. login details, language, font size, and other display preferences) over a period of time, so you don't have to re-enter the data and move from one page to another.

2. Why do We use cookies?

Our site, like almost all websites, uses cookies to provide the best user experience. Our cookies specifically help Us to:

- Operate our website to the best of our ability;
- Continually improve our site;
- Make our site more efficient.

We **do not use cookies** to:

- Collect any sensitive data;
- Transfer personal data to third parties; or
- Receive a commission on sales.

You can find out more about all the cookies that We use below.

3. More about cookies

3.1. Cookies ensuring proper website functioning

We use cookies to ensure that our website functions properly (for example, to help Us store your account login details).

There is no way to prevent the use of these cookies except not using our website at all.

3.2. Third-party functions

Our site, like most websites, also contains third-party features. One example of these is the Facebook Pixel, which serves for connecting your social network profile. If these cookies are deactivated, the functions provided by these third parties are likely to be blocked.

Our website contains the following third-party cookies:

3.2.1. Social network cookies

These cookies allow Us to link your social networking profile to your preferences.

We use:

Facebook Pixel ([More information](#)).

Twitter Pixel ([More information](#)).

LinkedIn Pixel ([More information](#)).

3.2.2. Visitor statistics cookies

We also use cookies to compile visitor statistics, e.g. to see how many people have visited our site and which technology they used (for example whether they were running iOS or Windows; this helps Us to identify room for improvement for particular technologies). Likewise, We may track how much time they have spent on our site, which page they have viewed the most, etc. This helps Us to continually improve our website. These programs, called "analytics," also indicate how people got to our site (e.g. from the Google search engine) and whether they have visited before. This enables Us to use our money to develop services for you instead of using it for marketing expenses.

We use:

Calendly ([More information](#)).

Click HP ([More information](#)).

Form submitted ([More information](#)).

Google Ads ([More information](#)).

Google Analytics ([More information](#)).

Google Optimize ([More information](#)).

HP Click Hero CTA ([More information](#)).

LeadFeeder ([More information](#)).

orgInfo (vlastní HTML).

Scroll ([More information](#)).

Smartlook ([More information](#)).

Typeform ([More information](#)).

4. Managing cookie settings

To ensure your protection in accordance with EU law, there are some cookies We are not allowed to use without your prior consent. That is why We divide the cookies We use into two categories. The first category comprises cookies that are necessary for the site to function properly or to perform the service you requested, and We may use them without your consent. These cookies have been described previously in this document. Any other cookies belong in the second category.

By setting your browser to store cookies, you consent to Us storing them in accordance with the recommendations of the Data Protection Authority. However, you can disable or restrict the storage of cookies at any time by setting your browser in accordance with the steps described in section 5 of this Cookie Policy.

5. Deactivation or restriction of cookies

In most cases, you can disable cookies by adjusting your browser settings. If you do so, however, you will likely limit the functionality of our website and many websites around the world, as cookies are a standard part of most modern websites. While your concern about “spyware” might be the reason for you disabling cookies, keep in mind that the same goal can be achieved by installing anti-spyware software that automatically removes cookies that are considered invasive.

Below We list links to cookie settings in the most commonly-used browsers:

- [Google Chrome](#);
- [Mozilla Firefox](#);
- [Safari](#);
- [Microsoft Edge](#).