

Cookie policy

What are cookies:

A cookie is a small text file that websites store on your personal computer, phone or other device and that contains information about your activity on that website. Cookies enable and facilitate browsing. The aim of this information is to provide you with information about what personal data we process in the form of cookies, how we treat it, for what purposes we use it, to whom we can provide it, where you can obtain information about your personal data and exercise your rights in the processing of personal data .

Identification and contact details:

The operator processing cookies is TATRAKON spol. with r. o., Ulica priemyselna 5668, 059 51 Poprad, ID: 31 692 613, personalne@tatrakon.sk (hereinafter referred to as "Operator").

1. Use of cookies

How we use cookies:

The operator processes all cookies based on Art. 6 par. 1 letter a) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons in the processing of personal data and on the free movement of such data, which repeals Directive 95/46/EC (General Data Protection Regulation) (further just "regulation"). The operator uses several types of cookie files and groups them on its website into the following categories

- **Necessary cookies** (mandatory for the proper functioning of the web pages)

- These cookies are essential for the proper functioning of the website. Without them, it would be practically impossible to load web pages correctly.
- Scope of processed essential cookies: IP address (masked); distinguishing between a user and a new user; information about selected cookie settings, differentiation and filtering of human users and so-called bots,

- **Functional/preference cookies**

- These cookies enable more functionality for website visitors. They can be set by the Operator or its third parties. For example, features such as live chat services, social media sharing buttons or logging into websites using social media can be activated. This also includes your preference settings, e.g. language.
- Range of processed functional cookies: IP address (masked); Distinguishing between a user and a new user; user's communication language.

- **Analytical or statistical cookies**

- These cookies make it possible to analyze the general use of the website by users to evaluate and improve performance. For example, they will provide information about how the website is used and help facilitate any promotions or surveys that the Operator provides.
- Scope of analytical cookies processed: IP address (masked); Location - country (geolocation); Distinguishing between a user and a new user; Average time spent browsing the website; Screen resolution of the user's device; User device operating system; Type of user device; The type of web browser of the user's device; Language of the page visited;

- **Marketing cookies**

- These cookies collect information from a marketing point of view. They help to better target the marketing campaign through the preferences granted. They also store data on the number of visitors who saw or clicked on the Operator's published advertisements and campaigns, so that the Operator can optimize its advertising campaigns as needed.
- Scope of processed marketing cookies: IP address (masked); Location - country (geolocation); Distinguishing between a user and a new user; Average time spent browsing the website; Screen resolution of the user's device; User device operating system; Type of user device; The type of web browser of the user's device; Language of the page visited;

Identification of data subjects when processing cookies:

Affected persons whose personal data is processed in the form of cookies are: users browsing the website of the Operator.

Identification of beneficiaries, categories of beneficiaries:

The operator can provide personal data to authorized entities such as institutions and organizations whose processing is permitted by a special legal regulation or to contractual partners (especially intermediaries) who have contractually agreed to accept adequate guarantees of preserving the protection of processed personal data, as follows:

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Dublin, Ireland (in accordance with Article 28 of the Regulation) on the basis of the contract for the use of the Google Analytics service. More information at: <https://policies.google.com/technologies/partner-sites>

With your consent or at your command, the Operator may provide personal data to other recipients.

Transfer of cookies to a third country/international organization:

The transfer of personal data from cookie files is carried out to the United States of America on the basis of the contract on the use of the Google Analytics service, in accordance with Art. 46 par. 2 letters c) regulations - concluded standard contractual clauses with Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Identification of the source from which the cookies were obtained:

Directly from the person concerned (by expressing consent when visiting the website).

What is the retention period:

The operator processes personal data from cookie files for a maximum period of 26 months from the granting of consent. Depending on the individual types of cookies, their processing time also varies.

Profiling:

The operator does not process personal data from cookie files through profiling or similar methods based on automated individual decision-making.

Obligation to provide personal data in the form of cookies:

The website visitor, as a data subject, provides his personal data voluntarily, based on consent (provision is not a legal/contractual requirement). If they are not provided, the Operator will not process any type of cookies to ensure the provision, improvement and development of new services, with the exception of necessary cookies.

2. Managing your cookie preferences

Avoiding the use of cookies on this website:

By default, the Operator does NOT track the experience of visitors to these websites. The data subject may choose to consent to the processing of any personal data collected while browsing the website. The person concerned also has the option to disable the processing of any cookies directly in his web browser.

Disabling and preventing the use of cookies:

The person concerned can limit, block or delete cookies from these at any time websites by changing the configuration of your browser at the following links:

- Firefox
- Internet Explorer
- Chrome
- Safari
- Opera
- Microsoft Edge

If the data subject disables all cookies, a cookie banner will be displayed each time this website is visited. The person concerned, as a visitor of these websites, has the possibility to change his decision at any time regarding granting or not granting consent to the processing of cookies.

3. Rights of the affected person

According to the regulation, the website visitor has the right, as a data subject, to demand from the Operator access to personal data that is processed about him, the right to correct personal data, the right to delete or limit the processing of personal data, the right to object to the processing of personal data, the right to the ineffectiveness of automated individual decision-making, including profiling, the right to portability of personal data, as well as the right to submit a proposal to initiate proceedings to a supervisory authority. If the Operator processes personal data based on the consent of the person concerned, the person concerned has the right to revoke his consent to the processing of personal data at any time. Withdrawal of consent does not affect the lawfulness of personal data processing based on consent prior to its withdrawal. The affected person can exercise his rights by sending an email to the address: personalne@tatrakon.sk or in writing to the address of the Operator.