COOKIE POLICY

(1) INTRODUCTORY PROVISIONS:

1.1 On the basis of the requirement of Act No. 127/2005 Coll., on electronic communications, we are obliged to inform you that on our website – https://www.yaspeak.com/, we use and process cookies for the purpose of the functioning of the Website, measuring the traffic of the Website and generating statistics regarding the traffic and behaviour of visitors and clients on the Website and for marketing purposes. The operator and administrator of the Website is the company Yaspeak s.r.o., ID No.: 19286279, with its registered office at Příčná 1892/4, Nové Město, 110 00 Prague 1, registered in the Prague Municipal Court under file number C 384174 (hereinafter referred to as "Administrator" or "Operator").

1.2. The Operator is also the controller of your personal data processed as a part of the Website operation and the provision of related Company services within the meaning of Regulation of the European Parliament and the Council (EU) 2016/679 of 27 April 2016 on the protection of personal data (hereinafter referred to as "GDPR") and in accordance with Act no. 110/2019 Coll., the Personal Data Processing Act, as amended.

(2) PURPOSE of THE POLICY:

2.1. The purpose of this policy is to inform you about the terms and conditions of how the Company uses cookies and similar technologies on the Website. The statements on the use of cookies are linked to the "**General Data Protection Regulation**".

2.2. We reserve the right to make changes to these rules at any time and for any reason. We will notify you of any changes by notice on the Website or by other appropriate means. Any changes or modifications to these Rules will become effective upon posting of the changed or modified Rules on the Website.

2.3. By using the Website, you signify that you have read these Rules, and, therefore, are familiar with the most current version of these Rules, and that you accept any changes or modifications to these Rules.

(3) WHAT ARE COOKIES AND WHAT DO THEY DO:

3.1. Cookies are short text files created by a web server and stored on your computer or mobile device via your browser when you start using our Website. When you return to our Website at a later date, the browser sends the stored cookie back and the server retrieves all the information it has previously stored for you. You can delete cookies from your computer or device by following the instructions in your Internet browser's help file. You can also set your browser not to accept cookies. Please note, however, that if you delete or block cookies, you may not be able to use some features of the Website.

3.2. Cookies allow our Website to record information about your visit, such as preferred services, language used, etc. Cookies can make your browsing experience easier and more enjoyable by remembering your preferences or by making it easier for you to log in and navigate the site during recurring visits to certain websites.

3.3. Cookies are divided into the following categories:

(a) Functional or absolutely necessary - ensuring the basic functionality of the website;

(b) Analytical and preferential - used to analyse website traffic and behaviour in order to improve the website;

(c) Marketing - used to analyse website behaviour for the purposes of targeted marketing.

(4) HOW DO WE PROCESS COOKIES:

4.1. We use cookies for several reasons, which we describe in more detail below. Unfortunately, in most cases it is not possible to prevent the use of cookies without partially or completely blocking functions of the Website. Therefore, we recommend you not to block cookies unless you are sure that cookies are not necessary for the proper functioning of the Website.

4.2. Please note that we process cookies (listed in section 5) on the Website for the following purposes:

(a) to obtain information enabling us to improve the functionality and content of the Website, where the legitimate interest of the Operator is the same as the purpose of processing.

(b) to prevent fraudulent activities (e.g. online identity fraud) and cyber-attacks on the Website, where the legitimate interest of the Operator is to ensure the continuity of Website's smooth operation and to protect its users.

(c) to test new features and applications prior to their deployment, where the legitimate interest of the Administrator is to ensure continuity of Website's smooth operation.

(d) to measure traffic to the Website and understand the behaviour of its users, where the Operator's legitimate interest is to improve the effectiveness of the Website and its attractiveness for marketing purposes.

(e) to effectively target the advertising on the Website, where the legitimate interest of the Operator is to increase the attractiveness of the Website by minimising irrelevant advertising and optimising marketing costs.

(f) to retarget the advertising used on the Website effectively, where the Operator s legitimate interest is to increase its effectiveness for marketing purposes.

4.3. We would like to inform you that we process cookies (as further specified in the table below) on an **opt-in basis** and, therefore, it is entirely up to you whether and to what extent you agree for the processing of cookies. For the purpose of expressing your possible consent to the cookies processing, we use a cookie banner on our Website - a bar informing you of the cookies existence and the need of giving your consent for the use of the Website.

4.4. You can also object to the processing of your personal data in the form of cookies on the grounds of legitimate interest, see "Terms and Conditions for the processing of your personal data **General Data Protection Regulation**= GDPR".

(5) OVERVIEW OF THE COOKIES STORED:

5.1. We use the following cookies on our Website:

Name	Category	Storage duration
rc::a	Functional cookies - ensuring the functionality of the Website	For as long as you have an open Website

rc::c	Functional cookies - ensuring the functionality of the Website	For as long as you have an open Website
sid	Functional cookies - ensuring the functionality of the Website	29 days
test_cookies	Functional cookies - ensuring the functionality of the Website	1 day
_ga	Analytical and preference cookies - providing analysis of Website traffic and behaviour for the further improvement of the Website.	2 year
_gat	Analytical and preference cookies - providing analysis of Website traffic and behaviour for the further improvement of the Website.	1 day
_gid	Analytical and preference cookies - providing analysis of Website traffic and behaviour for the further improvement of the Website.	1 day
_gcl_au	Marketing cookies - providing analysis of behaviour on the Website for the purpose of targeted marketing.	3 months

IDE	Marketing cookies - providing analysis of behaviour on the Website for the purpose of targeted marketing.	1 year
Pagead/1p-user-list/#	Marketing cookies - providing analysis of behaviour on the Website for the purpose of targeted marketing.	For as long as you have an open Website
retargeting	Marketing cookies - providing analysis of behaviour on the Website for the purpose of targeted marketing.	For as long as you have an open Website

5.2. If you do not want cookies to be stored on your device, you can restrict or disable the storage of cookies in your browser settings. Instructions on how to do this for the most common browsers can be found at the following links:

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

(6) CONTACTS AND FURTHER INFORMATION

6.1. If you have further questions about this policy or the use of cookies, please contact us via email gdpr@yaspeak.com

6.2. This Cookie Policy is valid and effective from 01.07.2023 and is available electronically on the website https://www.yaspeak.com/cs