

COOKIES POLICY

With this document, we inform you, as a user of this website, about the use of cookies, in particular how the data of users who browse, read or write their data on the <https://optimalga.com> website are used.

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1. Definition of basic terms

1.1. COOKIES

COOKIES are small text files that are used to store and receive identifiers and other information about computers and other devices from which the user accesses the website.

Cookies allow you to record information about the user's visit to the website and their use makes the next visit easier and faster.

Cookies files:

- serve for effective navigation in the Internet environment and on the website, for personalization, saving preferences and generally to improve the user experience
- make it possible to distinguish whether a particular user has already visited the website in the past or whether he is a new visitor and help to record statistics about the users of the website
- help to display advertising tailored to the interests of a particular user.

TAG

- TAG is the generic name for code elements found on web pages.
- Most tags simply describe the content of a page, but some types of tags contain program elements or insert dynamic content, such as video or audio files, into the page.
- Some tags may collect data about website users without the use of cookies.

The specific purposes for which we use cookies, including tags, can be found below in the table in chapter 3 of this document.

2. Types of cookies

Cookies can be generally divided based on several criteria:

2.1. Depending on who creates and processes cookies:

- First party cookies, which are created directly by websites or scripts on the same domain. Most often they serve to ensure the basic functionality of the website.
- Third party cookies are created by other websites. These sites own some content, such as ads, images, or videos, on the webpage you're visiting.

2.2. According to their durability:

- Session cookies are temporary. They are stored on the device only until the user exits the web browser and is deleted when the browser is closed. These cookies are necessary for the proper functioning of the website or associated applications.
- Persistent cookies are used for easier and more convenient orientation on the website (e.g. easier and faster navigation). These cookies remain in your browser for a longer period or until they are manually deleted. The length of this period may depend on the web browser settings you choose.

2.3. By purpose:

- strictly necessary ("essential") cookies that are required for the operation of the website. They include, for example, cookies that allow the user to log into secure areas of the website. These cookies do not collect information about users that could be used for marketing purposes or to remember what pages users have visited on the Internet.
- performance/statistical ("analytical") cookies are used to improve the functioning of the website. These cookies collect information about how visitors use the website, e.g. which pages visitors go to most often and whether they receive error messages from the website. Performance cookies allow the number of visitors to the website to be recorded and counted, which makes it possible to monitor how visitors use the website. These cookies do not collect information that would allow the user to be personally identified. The information collected using these cookies is aggregated and anonymous.
- Targeting and advertising ("marketing") cookies are used to track preferences and to send advertising messages in accordance with these preferences.

3. Used cookies / tags

CONSENT	Strictly essential cookie. General purpose platform session cookie used by sites written in the JSP. It is used to maintain an anonymous user session by the server. It is used to determine whether a visitor has accepted a marketing category in the cookie banner.	Art.6 par.1 point f) of GDPR in conjunction with section § 89 par. 3 second sentence of ZEK (legitimate interest)	2 years
_ga	Statistical cookie. It contains a unique ID for recording statistical data.	Art.6 par1 point a) of GDPR in conjunction with section § 89 par. 3 first sentence of ZEK (consent)	2 years
_gid	Statistical cookie. It contains a unique ID for recording statistical data. Stores the number of page visits.	Art.6 par1 point a) of GDPR in conjunction with section § 89 par. 3 first sentence of ZEK (consent)	1 day
_gat	Statistical cookie. Uses Google Analytics to reduce requests.	Art.6 par1 point a) of GDPR in conjunction with section § 89 par. 3 first sentence of ZEK (consent)	1 day
ga#	Statistical cookie. It is used to collect data about website traffic.	Art.6 par1 point a) of GDPR in conjunction with section § 89 par. 3 first sentence of ZEK (consent)	2 years
.AspNetCore.Identity.Application	Strictly essential cookie. It uses the Microsoft identity framework for the sign-in process.	Art.6 par.1 point f) of GDPR in conjunction with section § 89 par. 3 second sentence of ZEK (legitimate interest)	Session
.AspNetCore.Antiforgery.#	Strictly essential cookie. It uses the Microsoft identity framework for the sign-in process.	Art.6 par.1 point f) of GDPR in conjunction with section § 89 par. 3 second sentence of ZEK (legitimate interest)	Session
lang	Strictly essential cookie. It is used to save the language version of the page.	Art.6 par.1 point f) of GDPR in conjunction with section § 89 par. 3 second sentence of ZEK (legitimate interest)	30 days
ssupp.#	Strictly essential cookie. Used by chatbot.	Art.6 par.1 point f) of GDPR in conjunction with section § 89 par. 3 second sentence of ZEK (legitimate interest)	6 months

_grecaptcha	Strictly essential cookie. Google recaptcha to detect spam.	Art.6 par.1 point f) of GDPR in conjunction with section § 89 par. 3 second sentence of ZEK (legitimate interest)	6 months
DV	Marketing cookie. Collects information about user preferences and/or interaction with web campaign content. CRM campaigns that website owners use to promote events or products.	Art.6 par1 point a) of GDPR in conjunction with section § 89 par. 3 first sentence of ZEK (consent)	1 day
1P_JAR	Marketing cookie. Collects information about user preferences and/or interaction with web campaign content. CRM campaigns that website owners use to promote events or products.	Art.6 par1 point a) of GDPR in conjunction with section § 89 par. 3 first sentence of ZEK (consent)	1 month

4. Acceptance

You can accept / reject cookies (statistical/analytical, marketing) incl. tags via the cookie bar (banner) and/or also through the settings of your web browser. In the settings of your web browser, you can refuse cookies or set the use of only some cookies. However, if you use your browser settings to disable all cookies (including essential cookies), you may not be able to access some parts of the website.

Most web browsers accept cookies by default. However, the user can change the settings of his browser and reject and remove cookies. The specific procedure varies from browser to browser, you can find more information in your browser's help. For help setting cookies in the most commonly used browsers, see the links below:

- Chrome – <https://support.google.com/accounts/answer/61416?hl=cs>
- Firefox – <https://support.mozilla.org/cs/kb/vymazani-cookies>
- Internet Explorer – <https://support.microsoft.com/cs-cz/products/security>
- Opera – <https://www.opera.com/help/tutorials/security/privacy/>
- Safari iOS – <https://support.apple.com/cs-cz/HT201265>

5. Third parties

If you are logged in as a website user under your user account, such as the Website. Google or Facebook, cookies of these third parties may be stored. The purpose and scope of data collection, as well as the relevant rights and options for setting the scope of privacy protection, can be found by the user in the information on the website of this third party, e.g.:

- Google: <https://policies.google.com/privacy>,
- Facebook: <https://www.facebook.com/policies>

Through third parties, the website uses marketing tools that help target advertising to those users who have already visited the website. If the user does not want to be addressed by the ad, the site's ads personalization can be turned off on the pages below:

- Google: <https://adssettings.google.com>
- Facebook: <https://cs-cz.facebook.com>

More about these marketing tools can be found at:

- Google: <https://support.google.com>
- Facebook: <https://cs-cz.facebook.com>.

6. Links

There are also many third-party applications that allow you to block or manage cookies. You can delete cookies that have previously been stored on your device by clearing your browsing history or through third-party applications. More information can be found at the links below at www.aboutcookies.org / www.youronlinechoices.eu.

7. Validity

Cookie Policy is effective from 1.6.2023.