

## Cookie Policy

This Cookie Policy complements our [Privacy Policy](#) and explains how we use cookies on a website <https://www.marketingfestival.cz/> owned by a company Marketing Festival s.r.o. registered in the Czech Republic, contact e-mail [info@marketingfestival.cz](mailto:info@marketingfestival.cz)

### What are cookies?

Cookies are small text files used by a majority of websites, created by a Web server and stored on your device through your browser. When you return to the same site, the browser sends the cookie back to the server and stores it, so the site gets all the information that you have previously saved. Cookies are created to track information about user's activity on a web, e. g. about logging in and browsing the website. Also, clicks on specific links or bugs are reported. Cookies do not contain personal data. The cookie is not a computer program thus cannot be used to spread malware. Cookies are used mostly for:

- user identification via network identifiers
- preservation of user preferences
- help users complete their website tasks without having to rewrite the information when navigating from a page to a page or a new site visit
- search for bugs and site bugs
- to record user activity
- to create marketing and ads relevant to users

### Types of Cookies:

There are two types of cookies. A cookie can be classified by its lifespan and the website owner to whom it belongs.

By lifespan, a cookie is either a:

- **short-term (session) cookies** which are cleared from your computer after you close your browser.
- **long-term (persistent) cookies** which remain preserved even after closing the browser and are cleared only after a long period (depending on the settings of your browser and cookie settings). However, this period cannot be longer than 13 months from the last usage of cookies. You can also manually delete these.

As for the website owner to whom it belongs, there are either:

- **first-party cookies** which are set by the web server of our page and share the same domain. These cookies are usually either necessary or performance cookies. Might be temporary or permanent.

- **third-party cookies** are stored by a different domain outside our page. These cookies are for web analyses and targeted advertising.

### **On our website we use following cookies:**

Cookies are used for many reasons described below, for instance for remembering your preferences and generally improving your user experience. In most cases, unfortunately, there are no standardized options to ban all cookies. If you ban all types of cookies, the page might not work properly. If you are not sure whether you need any specific cookies, it is recommended to let all types of cookies allowed.

### **Necessary cookies**

Necessary cookies are short-term cookies which help us to make a website marketingfestival.cz usable by enabling essential functions like page navigation and access to secure areas of the website. The website cannot function correctly without these cookies. These cookies do not store any personally identifiable information. A MailChimp provides us functions mentioned above.

### **Statistic cookies**

These cookies help us to understand how you and other visitors interact with our website or which sub-pages are most interesting, therefore you visit it more often, by collecting information and reporting bugs anonymously. All information these cookies collect is aggregated and therefore anonymous. We use the following tools to gather statistic data: Google Tag Manager, Google Analytics, Facebook Pixel.

### **Marketing cookies**

Marketing cookies are used to track your visits across websites. The intention is to display ads that are relevant and engaging for you as a user and thereby more valuable for publishers and third-party advertisers. It collects information about your preferences and choices on the website. They target advertising networks, which then use them to show you customized advertising on other websites. You can opt out of these and continue using the site. We use the following tools for marketing purposes: Google Tag Manager, Google AdWords, Hotjar, and Facebook.

### **Specification of tools we use:**

**MailChimp** is an online service used for sending messages. On our website, we use a cookie, which, for instance, determines whether a user is logged in, for pre-filling data which user filled previously or for request validation to help secure forms.

**Google Tag Manager** is a tag management system created by Google. It is used for tracking and analytics on our website. It sends collected anonymous information to Google Analytics.

**Google Analytics** is a web analytics service that tracks and report web traffic. This service produces first party, long-term cookies. Google Analytics is used on many pages regularly to generate anonymous statistics regarding use of the site.

**Google AdWords** is an online advertising service which use cookies and keywords to increase our website relevance within googling.

**Hotjar** is a suite of analytics tools that helps us gather qualitative data inserted to our site.

**Facebook Pixel** is a javascript code which allows us to measure and optimize the effectiveness of targeted advertising on our Facebook page.

Web <https://www.marketingfestival.cz/> use following cookies:

Provider	Name	Purpose	Category	Lifespan
marketingfestival.cz	PHPSESSID	This is a general-purpose identifier used to maintain user session variables. It is a randomly generated number. It's deleted immediately after the user closes our website.	Technical	Session
marketingfestival.cz	_dc_gtm_UA-#	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	Statistical	Session
marketingfestival.cz	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website. It is associated with the Google Analytics tool.	Statistical	2 years
marketingfestival.cz	_gid	Cookies associated with Google Analytics tool that registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Statistical	Session

Google Analytics	collect	Used by Google Analytics to collect data about the user's device and behaviour. Tracks the visitor across devices and marketing channels.	Statistical	Session
marketingfestival.cz	_hjIncludedInSample	This cookie is associated with web analytics functionality and services from HotJar. It uniquely identifies visitors during a single browser session and indicates if they are included in an audience sample.	Marketing	Session
Google AdWords	ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert into customers based on their online behaviour.	Marketing	Session
Facebook.com	fr; tr	Used for delivering the personalized advertisement.	Marketing	3 months; Session

### How to disable cookies in your browser

When you manage cookies in your browser, you can decide which type to enable or disable. As mentioned above, if you disable the use of all cookies, some parts of our site may become malfunctioning.

For more information how to set your cookies in your browser, please visit following support pages:

[Google Chrome](#)

[Mozilla Firefox](#)

[Microsoft Edge](#)

[Safari](#)

## [Opera](#)

If you do not want to provide anonymous data about site use to Google Analytics, you can use a [plugin](#) provided by Google. After you install and activate it in your browser, it disables the possibility of sending your data to Google Analytics.

For more information about cookies and their use, see [AboutCookies.org.uk](#) or reach us any time by our contact e-mail.

Text Cookie Policy to September 20, 2018