

COOKIES POLICY

We are the company **Frst Media s.r.o.**, ID No.: 195 58 198, with registered office at Českobratrské náměstí 285/5, Mladá Boleslav II, 293 01 Mladá Boleslav, the Czech Republic, registered in the Commercial Register maintained by the Municipal Court in Prague under file No. C 388382 (hereinafter “**We**”).

We are the provider of website www.frsthand.com (hereinafter the “**Website**”). If You decide to use the Website, We will use the cookies as described in this Cookies Policy.

We value Your privacy choices. The objective of this Cookies Policy is to provide You with information about the cookies used by Us, function of these cookies and choices which You have when managing cookies settings.

We encourage You to get acquainted with this information carefully. If You have any questions, You can contact Us at any time using the contact details at the bottom of this page.

In some cases, We also use cookies external partners who help Us deliver Services and who act as Controllers. In such cases, please refer to privacy and cookies policies of the external partners that would become applicable to You.

1. BASIC PROVISIONS AND EXPLANATION

- 1.1. Each time You visit the Website, We store cookies, which are small files containing information about Your visit, saved on Your device and readable on subsequent visits.
- 1.2. We use both cookies that are deleted after Your visit on the Website and cookies that remain on Your device for a set period, but generally no longer than stipulated in the table below.
- 1.3. In addition to cookies, We also use other similar technologies which read data from Your device or web browser or save data on Your device or to Your browser, such as web beacons, i.e. small images contained in Our platform that are loaded by Your device and have a similar function to cookies. To make it easier, We will use the term cookies to also encompass these technologies.

2. PURPOSE OF COOKIES

- 2.1. Some of the cookies We use are needed for the proper operation of Our Website or Services (hereinafter referred to as “**Necessary cookies**”). These cookies help Us to:
 - a) identify You as You navigate on Our Website and on repeated visits, for example to remember Your login from specific device and not to ask for Your login details repeatedly or to prevent deletion of Your online cart;
 - b) ensure security of You and Our Website, for example to investigate whether Your connection to Our Website was misused and someone is not acting on Your behalf, or to prevent attacks on Our Website, protect its correct functioning and security of Your data.
- 2.2. Further, with Your consent, We also use cookies that help Us to:

- a) understand how You use Our Website and how You access it (analytics cookies);
- b) gather information about Your preferences regarding online advertisement and show You relevant offers (marketing cookies).

2.3. The consent is given via Our Cookies Sidebar, which will be shown to You on the Website.

2.4. Any personal data collected with the use of cookies are processed according to Our Privacy Policy available at [Privacy Policy].

3. THIRD-PARTY PROVIDERS

3.1. Apart from Our own cookies, We also use cookies of third-party providers to achieve the purposes described above. These providers may collect or receive information from cookies and use this information according to description provided in their own privacy policies. Cookies are then set by these third-party providers or by Us on their behalf. Currently, We use the following third-party providers:

- a) Facebook: <https://www.facebook.com/about/privacy> – The company is registered under Data Privacy Framework (<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>)
- b) Google: <https://policies.google.com/technologies/cookies?hl=en> – The company is registered under Data Privacy Framework (<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>)
- c) HotJar: <https://help.hotjar.com/hc/en-us/articles/6952777582999>

4. OPTIONS FOR MANAGING COOKIES

4.1. If You want to influence the scope and extent to which We use cookies, You may use options given by Our Cookies Sidebar, Your browser, mobile settings or third-party providers.

4.2. Any optional cookies on Our Website, i.e., preference cookies, analytics cookies and marketing cookies, are used only after Your consent, which You can give Us through the Cookies Sidebar. This Cookies Sidebar will be shown to You when You visit Our Website, or You can view it when clicking on its minimized version.

4.3. In Our Cookies Sidebar, You may opt-out from use of each of the optional cookies, i.e. preference cookies, analytics cookies and marketing cookies. You may do this each time You visit Our Website.

4.4. If You want to block cookies in Your web browser, You may use its settings which enable administration of cookies. Within these browser settings, You may delete specific cookies, block them, forbid their usage or limit their use in any other way. But We must warn You, that if You block the necessary cookies in Your browser, the Website may not function properly and it may not be technically possible to provide You with some of Our Services. For more information, please visit the following links:

- a) Chrome: <https://www.google.com/intl/en/chrome/browser/privacy/>
- b) Firefox: <https://support.mozilla.org/en-US/products/firefox/protect-your-privacy/cookies>

- c) Safari: <https://www.apple.com/legal/privacy/en-ww/>
- d) Internet Explorer: <https://privacy.microsoft.com/cs-cz/privacystatement>
- e) Microsoft Edge: <https://support.microsoft.com/en-us/windows/microsoft-edge-browsing-data-and-privacy-bb8174ba-9d73-dcf2-9b4a-c582b4e640dd>

4.5. Your mobile device may enable You to opt-out of interest-based advertising or to reset Your mobile identifier. By this identifier, Your device may be identified just like with cookies. If You have an iOS device, You may use the “Limit Ad Tracking” setting, and if You have an Android device, You may use the “Opt out of Interest-Based Ads” setting. Both of these options enable You to limit the use of information about Your use of apps for targeted advertising.

5. COOKIES USED

5.1. We use the following cookies, which We divide by their category:

a) Necessary (1 COOKIE)

Strictly necessary cookies enable You to use Our Website, while they allow functioning of its basic functions such as site navigation and access to secure sections of the Website. The Website cannot function properly without these cookies.

Name	Provider	Purpose	Retention
PHPSESSID		This cookie is native to PHP applications. The cookie is used to store and identify a users' unique session ID for the purpose of managing user sessions on the Website. The cookie is a session cookie and is deleted when all the browser windows are closed.	session

b) Analytic (6 COOKIES)

Statistical cookies help Us understand how Our users use and access Our Website. As a result, We know how to improve Our Website to offer You the best user experience. They generally collect and communicate information anonymously.

Name	Provider	Purpose	Retention
_ga	google-analytics.com	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site	1 year 1 month 4 days

Name	Provider	Purpose	Retention
		usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors	
_gid	google-analytics.com	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the Website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat	google-analytics.com	This cookie is installed by Google Universal Analytics to restrain request rate and thus limit the collection of data on high traffic sites.	1 minute
__gads	google-analytics.com	The __gads cookie, set by Google, is stored under DoubleClick domain and tracks the number of times users see an advert, measures the success of the campaign and calculates its revenue. This cookie can only be read from the domain they are set on and will not track any data while browsing through other sites.	1 year 24 days
_hjFirstSeen	HotJar	Hotjar sets this cookie to identify a new user's first session. It stores a true/false value, indicating whether it was the first time Hotjar saw this user.	30 minutes

Name	Provider	Purpose	Retention
_hjAbsoluteSessionInProgress	HotJar	Hotjar sets this cookie to detect the first pageview session of a user. This is a True/False flag set by the cookie.	30 minutes

c) Marketing (3 COOKIES)

Marketing cookies are used to track visitors to Our Website and to gather information about preferences of users regarding online advertisement. With these, We then promote and sell services on the Website and show You marketing information about the services in which You showed an interest.

Name	Provider	Purpose	Retention
test_cookie	doubleclick.net	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 minutes
_fbp	Meta	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the Website.	3 months
__gpi	Google Ads	Google Ads Service uses this cookie to collect information from multiple websites for retargeting ads.	1 year 24 days

6. CHANGES TO THIS COOKIES POLICY

6.1. This Cookies Policy is current as of [January 15, 2024]. We may change this Cookies Policy from time to time, so please be sure to check back periodically. We will post any changes to this Cookies Policy on Our Website. These changes will be effective immediately for new users and will become effective for existing users through continued use of the services after the effective date of the posted change.

7. CONTACT OUR DATA PROCESSING OFFICER

7.1. If You have any questions about this Cookies Policy or about Our activities related to Your personal information, please contact Us at info@frsthand.com.