

COOKIES POLICY

This website is operated by **Jan Becher – Karlovarská Becherovka, a.s.**, Company ID No.: 497 90 765, with its registered office at T. G. Masaryka 282/57, 360 01 Karlovy Vary, registered in the Commercial Register maintained by the Regional Court in Plzeň, File No. B 401 (hereinafter referred to as "**JBKB**" or "**we**"). We hereby inform you how we may use web technologies – **cookies** – to process your personal data when you use our website www.becherovkavodka.com (hereinafter referred to as the "**Website**").

1. What are cookies?

Cookies are small text files that a website sends to your browser. Cookies enable a website to record and store your preferences (for example, chosen language, font size and other settings). So, when you next visit this Website, you do not have to set these preferences again and browsing our website will be an easier and more enjoyable experience for you. Cookies generally enable better use of the website and adapt its contents to your needs and increase user-friendliness on your return visit to the website.

2. What types of cookies are there?

Session (i.e. temporary) cookies allow us to link your individual activities while you are browsing this website. These files are activated when you open your browser window and are deactivated after you close it. Session cookies are temporary and all these files are deleted after you close your browser.

Persistent cookies allow us to identify your computer if you return to our website. Another advantage of persistent cookies is that they allow us to adapt our website to your needs.

Within your browser settings, you can manually delete, block, or completely prevent the use of individual cookies. For more information, use your browser help.

3. What are the categories of cookies and the purposes of their processing?

- **Necessary (functional) cookies** – Ensuring the functionality of the Website: Your personal data help us ensure that the use of the Website enables basic functions such as access to secure sections of the Website, navigation between Website sections, rapid loading of Website content, and user authentication. Without the processing of these data, which are necessary for this purpose, the Website cannot function properly.
- **Statistical cookies** – Statistics and user behavior analysis: Your personal data are used to create statistics and to monitor and analyze user behavior on the Website. Based on these data, anonymized reports may be generated.
- **Preference cookies** – Storing user preferences during a session: Your personal data are used to improve user convenience by allowing the Website to store information about your basic settings, such as language selection, screen resolution and other preferences.
- **Marketing cookies** – Providing product offers and integration with social networks: Your personal data are used to provide information about JBKB's services and those of other entities, newsletters, events, etc. Certain personal data may also be used for targeting the above-mentioned communications. Your personal data are further used, to the extent necessary, to ensure the integration of the Website with social networks and to enable content sharing through them.

4. On what basis do we process cookies?

- **Necessary cookies** are essential, help the Website to function properly and are processed always based on our *legitimate interest*, even without the user's consent. Their settings therefore cannot be changed.
- The processing of **other cookies**, including statistical cookies, preference cookies and marketing cookies, requires the user's prior *consent* specifying the scope and purpose of the respective processing activity. Without such consent, these cookies cannot be processed. Consent to the processing of other cookies may be granted through the cookie banner settings

(cookie icon in the lower-left corner of the Website) by selecting either *Accept All* or *Custom Preferences*.

5. Which cookies do we use?

The current list of cookies used on the Website is published in the cookies bar.

6. Who processes cookies?

Data obtained through cookies may be disclosed to our contractual partners and service providers, particularly providers of analytics, marketing, hosting, security and technical tools, providers of social media features, and providers of cookie consent management tools.

The collected cookie files are processed primarily:

- a) the services of Google Inc. (Google AdWords, Google Ads, Google Analytics, Google Marketing Platform, YouTube, etc.) – more information [here](#);
- b) through the services of Meta Platforms Ireland Limited – more information [here](#);
- c) through the services of Cloudflare, Inc. – more information [here](#);
- d) through the services of Adobe Systems Software Ireland Limited, Elfsight, LightWidget and other service providers used in connection with the operation of the Website;
- e) by DATATIME s.r.o., S. Chalupku 311/21, 97101 Prievidza, Slovak Republic, Company ID No.: 470 32 316 – the administrator of the Website.

The above-mentioned companies further process cookies in accordance with personal data protection legislation, data processing agreements and certain of their contractual terms and conditions.

7. How can you set cookies?

You can find the settings for cookies in the most used browsers at the following links:

- a) [Chrome](#)
- b) [Firefox](#)
- c) [Internet Explorer](#)
- d) [Opera](#)
- e) [Microsoft Edge](#)

If the Website uses only necessary (functional) cookies processed based on legitimate interest, their settings cannot be changed.

Jan Becher – Karlovarská Becherovka, a.s.

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