

INFORMATION ABOUT PROCESSING OF PERSONAL DATA THROUGH COOKIES AND OTHER WEB TECHNOLOGIES

This website (“**the Website**”) is operated by HoppyGo s.r.o. with registered seat at Jankovcova 1603/47a, Prague 7, Czech Republic, ID Number 066 28 664, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Entry 285761 (“**HoppyGo**” or “**we**”) for the purpose of provision of services to users (“**User**” or “**you**”) of the Website.

This Information about processing of personal data through cookies and other web technologies (“**Information**” or “**Statement**”) explains how we process personal data about you through web technologies. For more information on the processing of personal data, including a list of your rights and contacts for sending data protection requests and questions, see <https://hoppygo.com/en/privacy-policy>.

We may update this Statement from time to time. All changes made to this Statement will be published on the Website and in the event of material changes you will be notified thereof.

COOKIES are small files that are stored on your device and that help us collect data about your activities. In particular, cookies allow us to store your settings and preferences, remember your access data, provide targeted content and marketing communications, and help us understand, which part of our Website is the most popular and analyse the functioning of the Website. Cookies may come from us (“first party cookies”) or from third parties whose services we use (“third party cookies”). Session cookies are only temporary and remain stored on the user's device until they log out of the website or close the application (web browser).

PIXEL is a software code, which allows for tracking of users and their behavior on websites where pixel is deployed. It can be a basic tracking of whether a user has visited a website up to detailed tracking of actions, such as adding the product to the cart, selecting the product, sending the form, etc. Pixel may submit gathered information to a third party, i.e. to provider of the code.

We use the following cookies and other similar technologies:

Name	Source	Use	Expiration	Type
_dc_gtm_UA-*-1	Google	Used by Google Tag Manager to control the loading of a Google Analytics script tag .	1 min	Performance
_fbp	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	1/4 year	Advertisement
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	Analytics
_gat_UA-*-1	Google	Used by Google Analytics to throttle request rate	1 min	Analytics
_gcl_a	Google	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	1/4 year	Advertisement
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	Analytics
mp*_mixpanel	Mixpanel	Mixpanel analytics tool.	1 year	Analytics
__fb_chat_plugin	Facebook	Settings for Facebook Messenger Plugin	persistent	Preference
hoppygo_fb_chat	HoppyGo	Settings for hiding Facebook Messenger Plugin	persistent	Preference
test_cookie	Google	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the users' browser supports cookies.	15 minutes	Advertisement

fr	Facebook	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behavior of the user across the web on sites that have Facebook pixel or Facebook social plugin.	2 months	Advertisement
sid	Seznam	This cookie is very common and is used for session state management.	4 weeks	Performance
i18nextLng	HoppyGo	Language preference	persistent	Preference
personalization_id	Twitter	This cookie is set by twitter.com. It is used integrate the sharing features of this social media. It also stores information about how the user uses the website for tracking and targeting.	2 years	Analytics
collect	Google	This cookie is used to send data to Google Analytics about the device and the behavior of the visitor. Tracks the visitor across devices and marketing channels.	session	Analytics
ads/ga-audienced	Google	It is used to re-engage visitors who are likely to convert to customers based on the visitor's online behavior across sites.	3 months	Advertisement
commont/cavalry_endpoint	Facebook	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	session	Advertisement
i/adsct	Twitter	Used to track conversions from Twitter ads.	session	Advertisement
ide	Google	This cookie is used to re-target, optimize, report and match online ads.	1 year	Advertisement
NID	Google	This is a Google UserID cookie that is used to track users across different parts of a website to help them understand how individuals are using our website, what content they are viewing, and to help improve website performance.	6 months	Advertisement
tr	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	session	Advertisement
oauth/pagead	Google		session	Advertisement
retargeting	Seznam	retargeting	session	Advertisement

CONSENT WITH STORING COOKIES.

If you do not wish to allow the use of cookies, you can disable them through your browser settings. In some browsers you can set up rules to manage cookies on a site-by-site basis, giving you more fine-grained control over your privacy. We do note, however, that not all browsers across all platforms may support this functionality.

Browser manufacturers provide help pages relating to cookie management in their products. Please

see below the relevant links to the main browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

You can opt out of interest-based targeting provided by participating ad servers through:

- <http://optout.aboutads.info/> <http://optout.aboutads.info/> by Digital Advertising Alliance
- <http://www.youronlinechoices.com/> <http://www.youronlinechoices.com/> by European Interactive Digital Advertising Alliance

In addition, on your iPhone, iPad or Android, you can change your device settings to control whether you see online interest-based ads in the following manner:

- iOS devices: go to Settings > Privacy > Advertising > enable Limit Ad Tracking. Please note that if you use more than one device, you need to opt-out separately in each device.
- Android devices: Please follow the instructions set forth at: <https://support.google.com/ads/answer/2662922?hl=en> . Please note that if you use more than one device, you need to opt-out separately in each device.

Please note that the change in the settings always only applies to the given browser. If the Customer uses various browsers, he/she must also change the settings separately. Furthermore, the Customer can delete the cookies from the media memory at any time. Additional information is available in the function using the browser or operating system.

Please note that if you disable cookies, our websites may not function properly or at all or your access to our websites and their features may be affected or restricted.

PROCESSED PERSONAL DATA. The Website process following categories of personal data and data about you: Usage of the Website. We may process data on how you use the Website with your computer, phone, or other device that you access into the Website. For example, we can process:

- **Device data:** hardware model, unique device identifiers, MAC address, IP address, operating system version, and device settings;
- **Log:** Time and duration of the Website usage, search data, and any information stored in cookies that can uniquely identify your browser or account;
- **Location data:** Data about your location obtained with various positioning technologies, such as GPS, Wi-Fi access points, or other sensors that can provide nearby device data;
- **Other data:** Data about your usage of the Website that we may process if you visit or use third party sites or applications to cooperate with us, and data on how you participate with the content of the Website.

We may combine obtained personal data about you or your activities with other information we receive from publicly available sources in the cases permitted by the law.

IP ADDRESS is a unique number assigned to a computer or other device communicating through the Internet Protocol. Each time the data is transmitted, you need to know the IP address of

the sender and the recipient.

PURPOSE OF THE PROCESSING AND ITS DESCRIPTION. We process and use personal data for the following purposes:

- **Ensuring the functionality of the website.** Your personal data helps us to ensure the functioning of basic features such as navigation, access to secured sections of Website, fast web content retrieval, or user authentication. The Website cannot work properly without processing the data that is necessary for this purpose.
- **Saving user preferences on the domain for the duration of the session or for a reasonably short period.** Personal data are used to increase user convenience by storing data about your settings, such as language, region, screen resolution, cookie consent and more.
- **Saving user preferences across websites.** Personal data is used to improve user convenience by associating websites with settings such as language, region, screen resolution, cookie approval and more.
- **Tracking of website traffic.** Analytical first party cookies are used to track traffic. Such cookies do not contain unique user identification.
- **Statistics and analysis of user behavior.** Personal data are used to create statistics, track and analyse user behavior on various websites. Data may be used for creation of anonymized reports. The user may be looked up by certain combination of personal data stored in internal databases.
- **Marketing of products and connecting with social networks.** Your personal data is used to inform you about our products and services and third parties, events, competitions, newsletters, advertisements, catalogues submissions. Some personal data is used to target the above messages. Your personal data is also used to ensure that websites are interconnected with social networks and that content can be shared through these networks.

CATEGORIES OF PROCESSORS OR RECIPIENTS TO WHOM WE MAY PROVIDE PERSONAL DATA. We may, in

justified cases, make the provided and obtained personal data available to other parties, which are in particular: Marketing Agencies, Group Companies, Providers of Analytical and Statistical services.

GOOGLE ANALYTICS. This Website uses Google Analytics provided by Google, Inc. ("Google"), which uses cookies to analyse how users use this Website. Specifically, the Website uses the following modules:

Google Analytics - Account status and performance monitor, audience summary, active users, user explorer, analytics audience, visitor quality, conversion probability, comparison reports, demographics and interests, user flow report, Adwords reports;

DoubleClick Digital Marketing - Integration of Doubleclick Campaign Manager, activation of remarketing and advertising reporting features in analytics, optimization of content marketing, optimization of search engine marketing, web speed;

AdSense - AdSense in analytics, content grouping, site search, events, behaviour flow report, goal creation and management, goal flow, attribution, acquisition reports, user behaviour.

Information generated by a cookie about the use of the Website (including your IP address) may be transmitted and stored on servers in the United States based on the standard contractual clauses. We will use this information for purposes of evaluation of the use of the Website and creation of reports about such use for its operator and provision of other services related to the activities on the Website and the use of the Internet in general. Google may also provide this information to third parties, if it is required by the law or if such third parties process this information for Google. You may disable the use cookies on the Website as described

above or by changing appropriate settings in your browser, but if you do so for all types of cookies, you will not be able to make full use of all the features of this Website.

To opt out of being tracked by Google Analytics across all websites please visit:

<https://tools.google.com/dlpage/gaoptout>

For detailed information about Google Analytics and personal data privacy, see:

<http://www.google.com/intl/en/privacy/privacy-policy.html>.

FACEBOOK. This Website uses analytical cookies, pixels and other technologies by Facebook, Inc. ("Facebook"), allowing collection or retrieval of information from the Website and other sites on the Internet, whereas this information may be used by Facebook to provide ad measurement and targeting services. By withdrawing the consent with cookies collection on the Website or by disabling the collection of cookies in a browser, you may end collecting and the use of the information by Facebook, but if you do so for all types of cookies, you will not be able to fully use all the features of this Website.

OTHER PARTIES. Your personal data may, upon request, be provided to public authorities, in particular the courts, the Police of the Czech Republic and other law enforcement authorities, as necessary and within the limits of the law.

SOURCE OF THE PERSONAL DATA. Directly from you.

TRANSFER OF PERSONAL DATA TO THIRD COUNTRIES. In connection to the processing, your personal data may be transferred to the following third countries, i.e. countries outside of the European Economic Area.

In connection to the Google Analytics and/or the use of analytical cookies and other web technologies described above by Facebook, your personal data may be transmitted to servers located in the United States of America. Such transmission is legally permitted on the basis of the European Commission's standard contractual clauses, to ensure an adequate level of protection of personal data for the transmission of personal data to the USA, as defined by the appropriate European Commission's Decision. Processing of data on the basis of such transmission does not require the fulfilment of other legal conditions.

For more information, please visit: <https://www.hoppygo.com/privacy-policy?lang=en>

AUTOMATED DECISION-MAKING ON THE BASIS OF PERSONAL DATA THAT MAY BE OF LEGAL OR

OTHERWISE SIGNIFICANT CONCERN. As part of this processing, there will not be any automated decision-making.

OTHER INFORMATION. Personal data may be archived in the public interest and used for scientific, historical, or statistical research purposes.

We have no control over the content of the external websites, which are hyperlinked to on the Website. We are not responsible for processing of your personal data on external websites. These hyperlinks are provided as a service to users and are accessible at your own risk.

In order to ensure maximum protection against unauthorized access or unauthorized alteration, disclosure or destruction of data we collect and process, we have taken appropriate organizational and technical measures including physical, electronic and management procedures to protect and secure the information gathered through this site. Your sensitive

data and / or personal data you have entered on our Website is encrypted and protected by an SSL certificate. Notwithstanding the above, we cannot guarantee that your personal data is safe if it is transferred by you or if you treat your personal data insecurely.