



## PROCESSING OF PERSONAL DATA Websites - Cookies

Our company HENNLICH s.r.o with the headquarters in Litoměřice, Českolipská 1996/9, company registration number: 14869446, registered at the Business register by regional court of law in Ústí nad Labem, insertion C number of insertion 274, as a personal data administrator created this document to provide information about personal data processing and your rights related to using cookie files on our company's website.

In order to ensure more pleasing and user friendly behavior of our website in relation to the needs of our visitors, the website in some parts uses cookie files. Cookies are small files which are generated while visiting a specific website and those are saved in your computer. While browsing a website on the same device cookies can recognize that you are a repetitive visitor. Cookies also allow the website to collect information about your visit, for example preferred language and other settings. Therefore the next visit of the website can be for you much easier and more productive. Cookie files are important because thanks to them we can offer you a better experience while browsing on our website and constantly improve our services.

Each website can send their own cookie files into your browser if your device settings allow it. Your browser though for the concern of your privacy allows the website access only those cookie files that were sent from the particular website to your device and not to those cookie files that were sent by other websites. Therefore data collected in the cookies of our website are not accessible for other websites or other persons.

Cookie files are used for variety of reasons. Besides personalization it allows us to analyze usage of the website or generate targeted advertising on websites in your device.

### **Categories of personal data that are processed:**

Cookie files contain information that identify your device via anonymously generated indication including data about your device, history records of your activities on our website, your browser, your preferences and functional setting of your activities on our website.

The following cookie file types are used:

#### **• Basic and necessary cookies**

Those cookie files are the most important for the functionality of our website. They serve for example for assigning an anonymous identifying indication of the visit, summarizing all inquiries for the network server or ensuring the perfect function of registration and order sections.

#### **• Functional cookies**

Those cookie files help us to save settings or functions thanks to which we can make your visit on our website more comfortable. Further they allow us to remember preferred settings for the needs of your next visits or your log in data for specific parts of our website.

#### **• Statistical cookies**

Those cookie files collect information about the style of your visit on our website (what browser is used, how often you visit the website, what sub-sites are being opened or how long you stay on our website). IP address and other information that are interchanged between customer's computer and other devices and the website during the standard internet usage are anonymized. After that we analyze the data, for example how often your browser and computer visited website [www.hennlich.cz](http://www.hennlich.cz). Our cookie files include a unique number based on which we can identify how often you visit only our website no other websites. Collected data are used for statistical reasons. We never connect IP address with individual users and we never pass on the data to other subjects.

#### **• Marketing cookies**

Marketing cookies serve for targeted advertising and banners. Cookie files help us give recommendations and present products and services which you are interested in and do not bother you with useless offers.



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### **Purpose of processing:**

- Ensuring functionality of the website including verification of users
- Saving personal preferences and users' settings
- Monitoring users' conditions during internet connection
- Statistical recording of users and visits of website
- Marketing reasons – personalized advertisement

### **Authorization for processing:**

Processing is performed based on the rightful claim of our company, also for the user-friendly environment of our website, statistical recording of the website attendance or the presentation and promotion of our products.

### **Retention period:**

Retention period lasts the entire time a user spend on our website and then one month since the last visit of the user.

### **Are cookie files used by other parties with connection to our products?**

No, information included in cookies on our website are not accessible for other subjects except Google Universal Analytics cookies by Google Inc. as explained further below.

### **Passing on personal data to third countries:**

Personal data is not passed on to third countries except cookies of Google Universal Analytics by Google which are stored on servers in USA.

### **Settings of cookies usage**

Usage of cookie files (including those that scan your activity on the website) can be allowed or blocked on your browser. You can set your browser to notify any newly saved cookie files or completely block the saving of cookies. However, if you block the usage of cookies files you will not probably be able to use some functions of the website such as order products or play a video. Your browser also offers a possibility to delete cookies (for example delete History). You can find further information in Help section of the browser setting.

### **Google Universal Analytics service**

Our website uses analytical service Universal Analytics which is provided by company Google Inc. (hereinafter Google). The service uses cookies for analysis of the user activities on our website. Data that are collected by cookies (including IP address) are stored on Google servers in USA. Google uses those data to analyze your style of website usage, to form summaries of activities and provide other services connected with website and internet connection.

Within the Universal Analytics our website uses a tool "anonymizelp" which anonymizes IP address recording (IP camouflage) and eliminates personal identification. Google does not connect IP addresses with other data from your computer that are collected by the Universal Analytics. As mentioned before you can ban saving of cookie files in your browser. In that case you won't be able to fully access all functions of our website. You can also forbid Google to collect and use data about your website usage via cookie files (including IP address) by uploading and installing application from this link:

<https://tools.google.com/dlpage/gaoptout?hl=en>.



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By clicking on the following link you can also ban collection of your data by service Google Universal Analytics. After opening the link prohibiting cookie file will be generated. This file then for all following visits makes impossible to monitor and save information about your behavior. You can deactivate Google here:

Universal Analytics: [Disable Google Analytics](#)

Further information about conditions of usage and personal data protection can be found on the following website:

<https://www.google.com/analytics/terms/cz.html> or <https://policies.google.com/privacy?gl=de>.

### Social networks

You can find social network icons on our website:

- Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA
- Google+, Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA
- YouTube, LLC, 901 Cherry Ave., San Bruno CA 94066, USA

The icons display logotypes of particular social networks. However, icons are not standard plug-in to social network but only links. Icons can be activated only intentionally (by clicking on them). If you do not click on the icons, no data will be transferred to social networks. By clicking on the icon you express an agreement to communicate with the social network.

The icon serves as a shared plug-in. This way the social network gets information about the website from which you access their site and then it is shared with your friends and contacts. For information sharing you have to be registered. If you are not registered, registration site of the social network will appear and you will leave the website [www.hennlich.cz](http://www.hennlich.cz).

After clicking on the icon, the social network receives information about the website you come from and records the exact time when it happened. Information about the IP address, your browser and language settings can be also sent. If you click on the icon the information will be transferred to social network site and used according to strategy of the data protection of that site.

By clicking on the icon we do not have any control over collected and processed data. We do not bear the responsibility for other processing of personal data and we are not the controlling subject in the sense of GDPR. We do not know the extent of collected data, legal environment, purpose nor the retention period. Therefore information here recorded do not have to be complete.

Data will be transferred regardless the fact if you are at the moment registered at the service provider or not. If you are registered, data will be assigned directly to your account. Provider can also use cookie files saved in your computer. As far as we know, providers of those networks save those data into users' profiles which are then used for advertising, market research and website design focused on a demand. This type of analysis (even for unregistered users) serves as an advertisement presentation targeted according to the interests and informs other social network users about your visit on our website. You have a right to refuse the agreement with creating a user's profile. This right must be exercised by the relevant provider. Information about the purpose and extent of the data processing by relevant provider of the social network and personal data protection can be found in the following links:

- Facebook: <https://www.facebook.com/about/privacy>
- Google: <https://www.google.com/intl/de/policies/privacy>
- Youtube: [https://www.youtube.com/t/privacy\\_at\\_youtube](https://www.youtube.com/t/privacy_at_youtube)



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If you do not want the social network to acquire data about you, do not click on the icon.

### **Your rights:**

You have a right to access your personal data which means information about your personal data that we process. You have a right of objection against this processing. You have a right to correct inaccurate or incorrect data and complete them if needed. You have a right to request a deletion of personal data or a reduction of the processing. In case you do not agree with our processing, you have a right to file a complaint with supervising office which is the Personal data protection office with address Pplk. Sochora 27, 170 00 Praha 7.

### **Contact details for our department of personal data protection:**

e-mailem: [gdpr@hennlich.cz](mailto:gdpr@hennlich.cz)

písemně: **HENNLICH s.r.o.**

**Department of personal data protection**

Českolipská 1996/9

412 01 Litoměřice

Czech Republic