



Information on the Processing of Personal Data When Using the Website

With this document, our company, HENNLICH s.r.o., with its registered office in Litoměřice, at Českolipská 1996/9, ID No. 14869446, registered in the Commercial Register maintained by the Regional Court in Ústí nad Labem, File C, Entry No. 274, as the data controller, provides information regarding the processing of personal data and your rights related to the use of cookies on our company's website.

To ensure a more pleasant and user-friendly experience on our website tailored to visitors' needs, certain parts of the site may use cookies. A cookie is a small file that is generated when you visit a specific website and stored on your computer. When you browse the website on the same device, it recognizes that you are a returning visitor. It allows the website to record information about your visit, such as your preferred language and other settings. This can make your next visit to our site easier and more productive. Cookies are important. They allow us to offer you a better experience when browsing our website and to continuously improve our services.

Every website can send its own cookies to your browser, provided your browser settings allow it. However, to protect your privacy, your browser only allows websites to access the cookies they have sent to your device themselves, not cookies sent by other websites. Therefore, other websites or third parties generally do not have access to the data contained in cookies from our site.

Cookies serve a variety of purposes. In addition to personalization, they also allow us to analyze website usage and, where appropriate, use targeted advertising on the websites you visit.

Categories of personal data we process:

Information contained in cookies. They identify your device using an anonymously generated identifier, including information about your device, a record of your browsing history on our website, your browser, your preferences, and your navigation settings on our website.

We use the following types of cookies:

- **Essential cookies**

These cookies are essential for the proper functioning of our website. For example, they are used to assign an anonymous session ID, aggregate all requests to the web server, and ensure that the registration and ordering processes work properly.

- **Functional cookies**

These cookies help us store settings or features that make it easier for you to navigate the site. For example, they allow us to remember your preferred settings for future visits or your login credentials for certain parts of our site.

- **Statistical cookies**

These cookies collect information about how you use our website (e.g., what browser you use, how often you visit the site, which pages you view, and how long you stay on the site). We anonymize customers' IP addresses (and any other information that customers'



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computers and other devices exchange with the site during standard internet use) and then evaluate this information, such as how many times your browser and computer have visited www.hennlich.cz. Our cookies contain only a unique number that allows us to determine how often you visit our website, but not other websites. We use the collected data solely for statistical purposes. We never link IP addresses to individual users. We do not share this data with third parties.

- **Marketing cookies**

These files are used to target ads and banners. Cookies help us make recommendations and show you products and services that interest you, without bothering you with unnecessary offers.

Purpose of processing:

- Ensuring the website functions properly, including user authentication
- Storing personal preferences and user settings
- Monitoring status during the user's connection
- Compiling statistics on users and website traffic
- Marketing purposes—personalized advertising

Legal basis for processing:

We process this data based on our company's legitimate interest in ensuring the user-friendliness of our website, in collecting statistical data on website traffic, and, where applicable, in presenting and promoting the company's products.

Storage period:

For the entire duration of your visit to our website, and for an additional period of 1 month following the end of your last session.

Do third parties use cookies in connection with our products?

No. Other parties do not have access to the information contained in cookies from our website. The exception is cookies from Google Analytics, a service provided by Google Inc. (hereinafter "Google"); see below.

Transfer of personal data to third countries:

Personal data is not transferred to third countries, with the exception of Google Analytics cookies stored on servers in the United States.

Cookie settings:

You can enable or disable cookies in your browser (including those that track your activity on websites). You can set your browser to notify you when a new cookie is stored, or to block cookies entirely. However, if you disable cookies, you will likely be unable to use certain features of the site (such as placing orders or watching videos). Your browser also offers the option to delete cookies (for example, using the Clear History feature). For more information, please refer to your browser's help section.

Use of Google Analytics



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Our website uses the Analytics service provided by Google Inc. (hereinafter referred to as "Google"). This service uses cookies to analyze how you use our website. The data collected by these cookies (including your IP address) is stored on Google's servers in the United States. Google uses this data to analyze your use of the website, compile reports on website activity, and provide other services related to website activity and internet usage in general.

Our website uses the "anonymizeIp" feature within Google Analytics, which anonymizes the recording of IP addresses (IP masking) and prevents personal identification. Google does not associate the IP addresses collected via Google Analytics from your computer with any other data it holds. You can disable the storage of cookies on your computer by adjusting your browser settings. In that case, however, you will not be able to use certain features on our website. You can also prevent Google from collecting and using data regarding your use of the website via cookies (including IP addresses) by downloading and installing the add-on available at <https://tools.google.com/dlpage/gaoptout?hl=en>.

You can disable data collection by Google Analytics by clicking the following link. Once you click it, an opt-out cookie will be set, which will prevent you from being tracked and information about your behavior from being stored during all future visits to this site. Disable Google Analytics: [Disable Google Analytics](#).

For more information on the terms of use and privacy policy, please visit <https://www.google.com/analytics/terms/cz.html> or <https://policies.google.com/privacy>.

Using Google Ads

Our website uses the Google Ads advertising service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This service uses cookies and device identifiers to measure the effectiveness of our advertising campaigns and display relevant ads. Data collected through Google Ads may be linked to your Google account if you are signed in to Google services. The data is stored on Google's servers, including in the United States.

This processing is based on the consent you provided through the cookie settings during your first visit to our website. You can withdraw your consent at any time by changing the cookie settings on our website.

You can view or delete the data Google has collected about you via the "My Activity" feature at myactivity.google.com. For more information about Google's privacy practices, visit <https://policies.google.com/privacy>.

Social media links

On our website, you will find social media buttons:

- o Facebook, Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Irsko
- o Instagram, Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Irsko
- o LinkedIn, LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Irsko
- o YouTube, LLC, 901 Cherry Ave., San Bruno CA 94066, USA



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The buttons display the logos of the respective social networks. However, these buttons are not standard social media plugins, but merely links. The buttons can only be activated intentionally (by clicking). If you do not click on the buttons, no data is transmitted to the social networks. By clicking on the buttons, you consent to communication on the respective social network.

Once clicked, the button functions as a sharing plugin. The social network then receives information about the page you are coming from, and this is shared with your friends and contacts. You must be logged in to “share” information. If you are not logged in, the social network’s login page will open and you will leave the HENNLICH.cz website.

When you click the button, the social network will also receive information about the page you are coming from and when you clicked the button. Information about your IP address, your browser, and its language settings may also be sent. If you click the button, this information will be transmitted to the social network and used in accordance with the network’s data protection policy.

Once you click on such a button, we no longer have control over the data collected and processed. We are not responsible for the further processing of personal data and are not the controller within the meaning of the GDPR. We also do not know the scope of the data collected, the legal framework, the purpose, or the duration of storage. Therefore, the information provided here may not be complete.

Data will be transmitted regardless of whether you currently have an account with the service provider and are logged in or not. If you are logged in, the data will be directly associated with your account. The provider may also use cookies stored on your computer.

To the best of our knowledge, the providers of these networks store this data in user profiles that are used for advertising, market research, and demand-oriented website design. This type of analysis (even for users who are not logged in) is used to display interest-based advertising and to inform other users of the social network about your visit to our website. You have the right to object to the creation of user profiles. You must exercise this right with the respective provider.

For information on the purpose and scope of the data collected, its processing by the relevant social media provider, and your rights and the protection of your personal data, please visit the following links:

- Facebook: <https://www.facebook.com/about/privacy>
- Google: <https://policies.google.com/privacy>
- Youtube: https://www.youtube.com/t/privacy_at_youtube

If you do not want the social network to collect information about you, do not click the button.

What are your rights regarding the use of cookies on our company’s website?

You have the right to access your personal data, i.e., to obtain information about the personal data we process; the right to object to such processing; the right to have inaccurate or incorrect data corrected and to have it supplemented; and the right to request the erasure of personal data or the restriction of processing. If you do not agree with our processing of your



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data, you have the right to file a complaint with the supervisory authority, which is the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7.

Contact information for our Data Protection Office:

e-mail: gdpr@hennlich.cz

address: **HENNLICH s.r.o.**

GDPR Department

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