

Cookie policy on www.tapaya.com

(hereinafter referred to as the "**Policy**")

1. INTRODUCTORY PROVISIONS

- 1.1. Tapaya s.r.o., ID No.: 234 76 541, with its registered office at Uralská 689/7, Bubeneč, 160 00 Prague 6, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 427691 (hereinafter referred to as the "**Company**") is the operator of the web interface www.tapaya.com.
- 1.2. This Policy applies to users – natural persons who browse, read, or enter their data on the website www.tapaya.com (hereinafter referred to as the "**Website**") or provide their data to the Company through third-party websites. Among other things, this Policy is intended to properly inform Website users about the use of cookies and the possibility of disabling cookies.
- 1.3. This Policy describes how data from users of the Company's websites is collected, stored, processed, and used, and how the Company uses cookies to obtain and process information about users of its Websites.
- 1.4. For the purposes of this Policy, the term "cookies" refers to cookies and other similar technologies (such as pixel tags, web beacons, or device identifiers) that may automatically collect data when you visit the Website. The information collected in this way may include your IP address, browser type, operating system, referring URL, information about your activities on the Website, and the dates and times of your visits to the Website.

2. WHAT ARE COOKIES

- 2.1. Cookies are small text files containing brief pieces of information that may be stored on a user's device when visiting any website.
- 2.2. Cookies in particular:
 - a) used for effective navigation on the Website, personalization, saving preferences, and generally improving the user experience on the Website;
 - b) enable us to distinguish whether a particular user has visited the Website in the past or is a new visitor, and assist in recording statistics about visitors to the Website; and/or
 - c) help display advertisements tailored to the interests of specific users on the Website.
- 2.3. Cookies can be divided according to who places them on your Website, i.e. into:
 - a) First-party cookies – their validity is limited to the domain of the website you are viewing. These cookies are considered safer; and
 - b) Third-party cookies – these are placed using a script from another domain. This allows users to be tracked across domains. They are often used to evaluate the effectiveness of advertising campaigns.

3. PURPOSE OF USING COOKIES

3.1. The Company uses cookies on its website for the following purposes:

- a) essential – enable basic website functions (e.g., logging in) or pages (e.g., playing videos, sharing content, etc.); user consent is not required to use these strictly necessary cookies;
- b) functional – they facilitate control and improve the functionality of websites, serve to remember user preferences and increase security;
- c) analytical – used to collect non-anonymous data about user behavior. Based on this data, the Company may modify the Website to improve the user experience; and
- d) marketing – the Company does not use these cookies.

4. COOKIES USED ON THE WEBSITE

4.1. **ESSENTIAL COOKIES:** When visiting and using the Website for informational purposes only, i.e. if the user does not register or give us consent, we only collect personal data that the browser transmits to our server, which is necessary for us to display the Website and ensure the stability and security of its use.

Name	Owner	Details	Retention Period
cc_cookie	tapaya.com	Saves user preferences for cookie consent.	1 year

4.2. **FUNCTIONAL COOKIES:** Facilitate control and improve the functionality of the Websites. We use them to activate specific Website features and configure them according to user preferences (e.g., language). Functional cookies also serve to remember user preferences for future visits to the Website and to increase its security. They do not collect information that could uniquely identify users.

Name	Owner	Details	Retention Period

4.3. **ANALYTICAL COOKIES:** These cookies are used to improve the functioning of the Website. They enable us to recognize and determine the number of visitors and track how visitors use the Website. They help us improve the way the Website works, for example by enabling users to easily find what they are looking for. We also use these tools to analyze and regularly improve the functionality of our Website. We may use the statistics obtained to improve user comfort. These cookies do not usually collect information that could uniquely identify a user.

Name	Owner	Details	Retention Period
_ga_G-7M8E4H8DKJ	tapaya.com	Preserving the state of the session.	2 years

_ga	tapaya.com	Distinguishing users by assigning randomly generated numbers is used to calculate the number of visitors, sessions, and campaigns for basic analysis.	2 years
_gid	tapaya.com	Storing the number of Internet pages viewed.	1 day
_gat	tapaya.com	Used to limit the speed of requests.	1 minute
_gat_gtag_G_7M8E4H8DKJ	tapaya.com	Used to limit the rate of requests for a specific property.	1 minute
_gcl_au	tapaya.com	Uses Google AdSense to experiment with ad effectiveness.	3 months

5. MARKETING TOOLS

5.1. This Website may use the following marketing tools:

- a) Google Analytics from Google LLC. [Privacy Policy Google](#); and
- b) Google AdWords from Google LLC: [Privacy Policy Google](#).

6. COOKIES SETTINGS

6.1. You can set cookies via our cookie bar. You can change your settings at any time via the link permanently located on the Website. However, if you do not allow us to use basic cookies, some features of the Website may not work as they should.

6.2. You can also generally refuse cookies or set your browser to activate only certain cookies (depending on the type of browser) through your internet browser. You can find cookie settings for the most commonly used browsers at the following links:

- a) Chrome: support.google.com
- b) Opera: opera.com
- c) Firefox: support.mozilla.org
- d) MS Internet Explorer / Edge: windows.microsoft.com
- e) Safari: support.apple.com

7. PROCESSING OF PERSONAL DATA, FURTHER USE OF DATA OBTAINED THROUGH WEBSITES

- 7.1. The Company declares that, as a personal data controller, it processes all personal data, including personal data obtained through the use of cookies, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/ EC (General Data Protection Regulation) and related legislation on the protection of personal data and the storage of cookies.

8. SHARING INFORMATION

- 8.1. The Company may share information obtained through your activity on the Website with third parties for the purpose of administering the Website or conducting marketing activities on behalf of the Company.

9. FINAL PROVISIONS

- 9.1. The Company is entitled to unilaterally amend or supplement this Policy at any time. In the event of any amendment to this Policy, the Company shall notify users of such amendments in advance and in an appropriate manner so that users have an objective opportunity to familiarize themselves with them.
- 9.2. The Policy is valid and effective from July 15, 2025.