

INFORMATION ON THE PROCESSING OF PERSONAL DATA VIA COOKIES

We hereby inform you how we may use web technologies – cookies – to process your personal data when you use our website www.becherovka.com (hereinafter referred to as the “Website”).

The controller of your personal data is **Jan Becher – Karlovarská Becherovka, a.s.**, Company ID No.: 497 90 765, registered address: T. G. Masaryka 282/57, 360 01 Karlovy Vary, registered in the commercial register maintained by Pilsen Regional Court under file ref. B 401 (hereinafter referred to as “**Karlovarská Becherovka**” or “**we**”).

More information on the processing of personal data can be found in our Personal Data Protection Policy, which is posted on 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 the user-friendliness on your return visit to the website.

2. What are the types of cookies?

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 cookies do we use?

The current list of cookies that we use on the Website is posted in the cookies bar.

Necessary and preferential cookies help the website to function properly. Their use does not require your consent.

Statistical cookies help the website owner to understand how visitors use the website.

Marketing cookies are used to monitor the behaviour of visitors to the website.

4. What are the purposes of processing cookies?

- **Ensuring the functionality of the website:** Your personal data help us to ensure that the use of the website allows basic functions, such as access to secure sections of the website, navigation of the website, fast loading of the website content and user verification. Without processing these data, which are necessary for this purpose, the website cannot function properly.
- **Storing user preferences for the duration of the session:** Your personal data are used to improve the user experience by storing information about your basic settings, such as choice of language, screen resolution, etc. on the website.
- **Statistics and analysis of user behaviour:** Your personal data are used to generate statistics and for monitoring and analysing user behaviour on the website. On their basis, anonymised reports can be generated.
- **Contacting you with product offers and linking to social networks:** Your personal data are used to inform you about our company’s products and the products of other entities, to subscribe to news,

promotions, etc. Some personal data may also be used for targeting the above communications. Furthermore, your personal data are used for the necessary extent to ensure that the website is linked to social networks and for content to be shared via them.

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

5. Disclosure of cookies

The data that we obtain through cookies may be disclosed to other processors, in particular operators of Google services and platforms or social network operators, such as Facebook, Instagram and other platforms.

Statistical cookies that are collected are processed by **Google Analytics**, operated by Google Inc., registered address: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. You can disable the processing of your data by these cookies by using the web browser extension available at <http://tools.google.com/dlpage/gaoptout>.

Marketing cookies that are collected are processed by **Meta Platforms Ireland Limited** (also known as Facebook), registered address: Merrion Road, Dublin 4, D04 X2K5, Ireland.

The aforementioned companies treat cookies in accordance with data protection laws, the provisions of the data processing contract and certain other contractual terms and conditions, which you can find here: <https://policies.google.com/privacy/update?hl=cs>.

6. How can you set cookies?

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

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

Jan Becher – Karlovarská Becherovka, a.s.

Last update: 1.5.2024

The previous version of the Information effective until 30.4.2024 can be found in the Archive on the Website.