

COOKIE POLICY

When you visit and use our website www.ogilvy.cz (the "Website"), we may use information obtained through the use of cookies or similar technology. Cookies are text files containing small amounts of information that are stored on your computer or device, when you visit our Website. Therefore, when we say "you" in this section, we mean your computer. We can recognise these cookies on your subsequent visits to the Website, allowing us to remember you.

Cookies can have many different forms. The main types and categories of cookies used on the Website are listed below.

The use of cookies enables us to offer you content and services that suit your needs and interests. Cookies allow us to record information about your visit to the Website and their use will make your next visit easier and faster.

First party and third party cookies - whether a cookie is a first party cookie or a third party cookie is determined by the domain that set the cookie. First-party cookies are created by the website visited by the user, i.e. the website displayed in the URL bar, e.g. www.wpp.com. Third party cookies are cookies set by a domain other than the domain of the website visited by the user. If a user visits a website and another entity sets a cookie through that website, it is a third party cookie.

A cookie contains at least two components, namely the name and the value of the file. It usually also contains a date when it will be automatically deleted (this is set according to the planned lifetime of the file). There is a difference between session cookies and persistent cookies.

Session cookies - these cookies allow the website operator to link the actions of a user during a single browser session. A browser session begins when the user opens a window and ends when the browser window is closed. Session cookies are created only temporarily. Once the browser is closed, all session cookies are deleted.

Cookies valid for the duration of the session are automatically deleted as soon as the respective browsing session ends. **Persistent cookies** will remain stored on your computer for the lifetime of the respective cookie and will only be deleted at the end of that period.

WHAT COOKIES DO WE USE?

Ogilvy, s.r.o., ID No.: 25120158, with registered office at Bubenská 1477/1, Holešovice, 170 00 Prague 7; registered in the Commercial Register maintained by the Municipal Court in Prague, file No. C. 51364, uses technical/functional, basic analytical and marketing cookies on the Website.

TECHNICAL/FUNCTIONAL COOKIES

When you visit and use the Website for informational purposes only, i.e. unless you register or give us your consent, we only collect personal data that your browser transmits to our server, which is necessary in order to display the Website to you and to guarantee the stability and security of its use.

We are allowed to use the technical/functional cookies on the basis of legal regulations. Without them, we would not be able to provide our services to you.

BASIC ANALYTICAL COOKIES

These cookies are used to improve the functioning of the Website. They allow us to recognise and track the number of visitors and to monitor how visitors use the Website. They help us to improve the way the Website works, for example by enabling users to easily find what they are looking for. These cookies do not collect personally identifiable information.

We use these tools to analyse and regularly improve the functionality of our Website. We may use the statistics obtained to improve the user experience and to make your visit to the Website more interesting for you as a user.

Google Analytics:

_gat: retention time 1 minute

_ga: retention period 2 years.

_gid: period of 24 hours.

Name	Value	Domain	Path	Expires / Max-Age	Size
_gat	1	.ogilvy.cz	/	2022-02-23T12:18:58.000Z	
_gid	GA1.2.989150720.1645617891	.ogilvy.cz	/	2022-02-24T12:18:19.000Z	
_ga	GA1.2.1216033612.1645617891	.ogilvy.cz	/	2024-02-23T12:18:19.000Z	

MARKETING COOKIES

These are used to track the preferences of the Website user for the purpose of an advertising targeting, i.e. displaying marketing and advertising messages (including on third party sites) in accordance with these preferences.

Marketing cookies use tools from external companies. We use the following marketing tools on our Website:

Facebook pixel cookie: fbp: retention period 3 months

Name	Value	Domain	Path	Expires / Max-Age	Size	H.	Secure	SameS..	Same...	Partiti...	Prior...
_fbp	fb.1.1645618729448.1296576439	.ogilvy.cz	/	2022-05-24T12:18:49.000Z	33			Lax			Medium

HOW CAN YOU SET THE COOKIES?

We use analytical and marketing cookies based on your consent. It is up to you whether you accept cookies and other similar technologies. You can either do this by selecting the „Accept All“ button, or you can set your cookie consents according to your own preferences and needs by providing your consents in the Cookie Settings.

However, if you do not allow us to use basic (functional) cookies, some features of the Website may not function as they should.

DATA RECIPIENTS

As part of our business, Ogilvy, s.r.o. works with partners who help us to carry out processing purposes, such as evaluating website and advertising performance and/or delivering tailored offers to you. All data recipients are described below:

Facebook Ireland Ltd, Registration number: 462932, Registered office: 4 Grand Canal Square, Grand Canal Harbour, Dublin 2

PLATFORM

Facebook Ads

A marketing platform that allows to display and target different types of advertising messages on Facebook and evaluate their success. In processing this data, Facebook Ireland Ltd. acts as a Data Controller and may use this data for purposes within the scope of its independent activity.

Google Ireland Ltd., Registration number: IE368047, Registered office: Gordon House Barrow Street Dublin 4, D04E5W5 Ireland

PLATFORM

Google Analytics

An analytics platform used to collect data about user interaction with the Website and to analyse how users use the Website, how they move between the Website and where they come from to the Website. In processing this data, Google Ireland ltd. acts as a Data Controller and may use this data for purposes within its independent activities.

We may change the use of cookies depending on the technologies available and in order to improve user experience and information, so please re-read this notice from time to time if you wish.

For further information about the processing of personal data by Ogilvy, s.r.o., please visit our website Ogilvy.cz.

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