

COOKIE POLICY

Through this document, FREEPORT LEISURE (CZECH REPUBLIC) s.r.o., comp. reg. no.: 264 29 101, with registered office at Hatě 196, 669 02 Chvalovice, registered in the Commercial Register kept by the Regional Court in Prague, Section C, Insert 47035 (“FREEPORT”) informs the users of <https://www.freeport.cz>, www.freeoutlet.cz or www.freeoutlet.at (“Website”) about the processing of data collected through cookies.

1. BASIC INFORMATION

- 1.1 Cookies are files used to store and receive identifiers and other information about the computers, phones and other devices from which you access the Website, to help us provide, protect and improve the services we offer.

2. TYPES OF COOKIES

- 2.1 In general terms, cookies can be classified on the basis of several criteria:

Depending on who creates and processes the cookies:

- first party cookies, which are created directly by web pages or scripts on the same domain. They are most often used to provide the basic functionality of the website;
- third party cookies are created by other websites. These sites have some content on the website you visit, such as advertisements, images or videos.

According to their durability:

- session cookies are temporary. They are stored on the device only until the user exits the web browser and are deleted when the web browser is closed. These cookies are essential for the proper functionality of the website or associated applications;
- persistent cookies are used to make the website easier and more convenient to use (for example, easier and faster navigation). These cookies remain in the browser for a longer period of time or until they are manually deleted. The length of this period may depend on the web browser settings you choose.

Depending on the purpose:

- strictly necessary (“essential”) cookies that are required for the operation of the website. These include, for example, cookies that allow the user to log into secure parts of the website. These cookies do not collect information about users that could be used for marketing purposes or to remember what pages users have visited in the Internet environment;
- functional (“analytical”) cookies are used to improve the functioning of the website. These cookies collect information about how visitors use the website, such as which pages visitors visit most often and whether they receive error messages from the website. Cookies allow us to record and count the number of visitors to the website, which allows us to track the way visitors use the website. These cookies do not collect personally identifiable information. The information collected by these cookies is aggregated and anonymous;
- targeted and advertising (“marketing”) cookies are used to track preferences and to send advertising messages in line with those preferences.



3. MARKETING TOOLS AND COOKIES USED

- 3.1 On our website we use the following marketing tools:

- Advertising Google Analytics features beyond basic analytic features (more information [HERE](#));

- Adform a tool that uses cookies to display ads relevant to the user, improve campaign performance reports or prevent the user from seeing the same ad multiple times (more information [HERE](#));
- Marketing Facebook’s services that allow the displaying of ads to Website users when they visit Facebook or other sites that also use these tools (more information [HERE](#)).
- Google Tag Manager services (for more information on privacy security [HERE](#)). This is a technical platform that facilitates the provision and management of other web services and programs for tracking Internet sites using so-called “tags”. In this context, Google stores cookies on your device and analyses the use of tools to track your browsing behaviour. This data sent by each tag are merged under a single user interface, stored and processed. In particular, data such as your IP address and your user activity are transmitted to a Google server as part of your use of our website by activating Google tags; these data may also be processed and stored outside the EU, e.g. in the USA, subject to compliance with the relevant security standards. The tracking tools within Google Tag Manager service ensure that the source code is anonymised before transmission using Google Address Manager. Google Tag Manager can thus only collect IP addresses anonymously through so-called IP masking.

3.2 <https://www.freeport.cz>

Name	Purpose and description of cookies	Legal basis	Expiry
_ga	Analytical cookie. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in every request to a website page and is used to calculate visitor, session and campaign data for site analytics reports.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	2 years
_fbp	Marketing cookie. It is used by Facebook to deliver a range of advertising products, such as real-time offers from third-party advertisers.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	3 months
_gcl_au	Marketing cookie. The cookie is used by Google AdSense to experiment with the effectiveness of advertising on websites using their services.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	3 months
_dc_gtm_UA	Analytical cookie. The cookie is set by Google Analytics to track how many times a user has visited the Website, how they got to us and what country they are in. This cookie also calculates the end time of each session.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	Session
_gid	Analytical cookie. User resolution and limiting the number of requests. ¹ The _gid cookie, installed by Google Analytics, stores information about how visitors use the website and also generates an analytics report on the performance of the website. The data collected include the number of visitors, their source and the pages visited anonymously.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	1 day
PHSESSID	Essential cookie. It is used to create a user session and to transmit data via a temporary cookie, commonly referred to as a session cookie.	Art. 6(1)(f) of the GDPR in conjunction with Sec. 89(3), second sentence, ECA (legitimate interest)	Session
IMG_HI_RES			Session

3.3 www.freeoutlet.cz

Name	Purpose and description of cookies	Legal basis	Expiry
_fbp	Marketing cookie. It is used by Facebook to deliver a range of advertising products, such as real-time offers from third-party advertisers.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	3 months

¹ <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

_ga	Analytical cookie. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in every request to a website page and is used to calculate visitor, session and campaign data for site analytics reports.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	2 years
PHSESSID	Essential cookie. It is used to create a user session and to transmit data via a temporary cookie, commonly referred to as a session cookie.	Art. 6(1)(f) of the GDPR in conjunction with Sec. 89(3), second sentence, ECA (legitimate interest)	Session
device view	<input type="checkbox"/>	<input type="checkbox"/>	1 month

3.4 www.freeoutlet.at

Name	Purpose and description of cookies	Legal basis	Expiry
_fbp	Marketing cookie. It is used by Facebook to deliver a range of advertising products, such as real-time offers from third-party advertisers.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	3 months
_ga	Analytical cookie. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in every request to a website page and is used to calculate visitor, session and campaign data for site analytics reports.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	2 years
_tt_enable_cookie	Analytical cookie. This cookie is used to track activity on the Website to help optimise advertising.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	13 months
_ttp	Analytical cookie. Used by social network. of TikTok service to monitor the use of entered services.	Art. 6(1)(a) of the GDPR in conjunction with Sec. 89(3), first sentence, ECA (consent)	1 year
device view	<input type="checkbox"/>	<input type="checkbox"/>	1 month

* **GDPR** – General Data Protection Regulation (EU) 2016/679, **ECA** – Act No. 127/2005 Coll. on Electronic Communications and on Amendments to Certain Related Acts (Electronic Communications Act)

Further information about our cookies and the current list of cookies can be found via the individual web browsers, most often under **Developer Tools**.

4. HOW CAN YOU SET COOKIES AND HOW TO GIVE YOUR CONSENT?

- 4.1 You can consent to cookies (functional and marketing – targeted advertising) via the cookie banner and/or also via your browser settings. In the settings of the web browser, the user can refuse cookies or set the use of only some of them. However, if you use your browser settings to disable all cookies (including essential cookies), you may not be able to access certain parts of the Website.
- 4.2 Most web browsers by default accept cookies. However, the user can change the settings of their browser and refuse and remove cookies. The specific procedure varies from browser to browser, further information is available in the browser help. Help with setting cookies in the most commonly used browsers is available at the links below:
 - [Safari / iOS / iPhone / iPad](#)
 - [Safari iOS MAC](#)
 - [Chrome](#)
 - [Firefox](#)
 - [Opera](#)
 - [Internet Explorer / Edge](#)
- 4.3 If a user of the Website is logged in under his or her user account, such as Google or Facebook, cookies may be stored by these third parties. The purpose and scope of the data collection, as well as the relevant rights and options for setting the scope of privacy protection, can be found in the information section on the website of this third party.

5. UPDATE

- 5.1 The cookie policy may be updated, in particular if there is a change in the scope, purpose or legal basis of the processing. The current and updated cookie policy is always available on the Website.
- 5.2 The cookie policy became valid in 13.7. 2021.
- 5.3 Last update 15.7. 2023.