

Cookie Usage Policy

1. Introduction and Purpose of the Document

These Guidelines explain how **MATISTOTELES s.r.o.**, Company ID No.: 24592269, with registered office at Římská 1222/33, 120 00 Prague 2 (hereinafter the “**Controller**” or “**we**”), uses so-called **cookies** and similar tracking technologies (e.g. pixels, tags, etc.) on its websites. The purpose of this document is to inform users **which cookies we use, for what purposes, which data are processed via them, on what legal basis, for how long, and which third party may have access to them**, including any transfers outside the EU. We also explain **how you can influence** – set or refuse – **the use of cookies**, and what **your rights** are in this context.

2. What Are Cookies?

Cookies are small text files that are stored on your end device (computer, phone, etc.) by your browser when you visit a website. On each subsequent visit to the same website, the browser sends these files back to the server, which **allows the user to be recognised again** and provides information about their previous activity on the site. Cookies and similar technologies are used, for example, to **remember certain settings and preferences**, to **analyse website traffic and usage**, or to **personalise content and ads**.

Cookies can be **temporary (session) cookies**, which are stored only for the duration of your visit and are automatically **deleted** when you close your browser, or **persistent** cookies, which remain stored on your device even after the session ends and allow the website to recognise you upon your next visit. Persistent cookies have a predefined expiration period (see the overview below) – after this period elapses, they are automatically removed from your browser.

We use cookies in order to **offer you user-friendly, efficient, and secure services** on our websites. Some cookies are **essential** for the basic functionality of the site (e.g. adding items to a cart, user login), others help us **improve the content and performance** of the site by analysing how visitors use it, and others we use for **marketing purposes** to show you relevant product and service offers.

3. Categories of Cookies We Use

Our website uses various types of cookies:

Necessary (technical) cookies: These cookies are **necessary for the proper functioning** of our website and all its features. They enable, for example, navigation on the site, basic security, storing items in a shopping cart, logging into a user account, etc. Without these cookies, the website could not function correctly or certain services would not be available. **Necessary cookies do not require**

consent – we store them automatically on the basis of the Controller’s **legitimate interest** in ensuring the functionality and security of the website (or on the basis of Section 89(3) of Act No. 127/2005 Coll., on Electronic Communications). If you disable these cookies (e.g. in your browser settings), the site may not function properly or may not be able to provide certain services.

Functional (preference) cookies: These cookies are used to **remember your choices and preferences** so that our site is tailored to you. For example, they store **language settings, currency, selected region or cart contents**, or login details (for automatic sign-in), etc. Thanks to them, you don’t have to re-enter the same information every time you visit, and the site retains your settings. Functional cookies can also ensure the provision of requested services (e.g. playing a video, providing online chat support). These cookies are **not strictly necessary** for the operation of the site, but their purpose is to **make it easier and more pleasant for you to use our website**. The legal basis for processing data from functional cookies is your **consent**. If you decline them, the site will still function, but some of your settings (e.g. language preference) will not be saved and will have to be set each time.

Analytical (statistical) cookies: These cookies are used to **track and evaluate visitor behaviour** on our websites. Thanks to them, we obtain, for example, data about visitor numbers, time spent on the site, click paths, and possibly demographic data and user interests (if available). The **purpose** is to evaluate how the site is used and to use the insights gained to **optimise the website and improve our services**. We deploy analytical cookies **only with your consent**. We primarily use third-party tools (see the overview below) that anonymise or aggregate data (e.g. by shortening IP addresses), so we generally do not learn your specific identifying details, but rather general statistics. Nevertheless, these cookies are considered personal data processing (e.g. online identifiers, IP address) and require your consent under applicable legislation. Refusal of analytical cookies does not affect the basic functionality of the site.

Marketing cookies: We use these cookies (including any marketing pixels or tags) **for advertising and promotional purposes**. They allow us and our partners to **track your preferred products and interests** on our site, and possibly on third-party sites as well, and based on that to show you targeted advertising that is more relevant to you. Marketing cookies also help to **limit the frequency of displaying the same ad** and to **measure the effectiveness of advertising campaigns** (for example, to determine if you visited our site after clicking on a certain ad). The use of marketing cookies includes so-called **third-party cookies**, which may collect information about your behaviour on other websites within advertising networks. Through these files, **data about your online activity may be passed to the operators of advertising platforms** (e.g. Google, Facebook), who may combine it with other information they have obtained about you through other

services. These technologies help us reach you with our offers even on external platforms (for instance, showing you our targeted ads on social networks). **We use marketing cookies only on the basis of your consent.** If you do not consent to them, you will only see general (non-personalised) advertising, and some content elements from external providers (e.g. embedded videos, maps) may not load because their operation would store third-party marketing cookies.

4. Overview of Cookies Used and Their Providers

Below we list the main cookies that our site stores on your device, along with information about **their providers, purpose, category, legal basis, storage period, and the location where collected data are processed:**

Cookie (Name)	Provider	Purpose and Data	Category (Type)	Legal Basis	Storage Period	Data Location
PHPSES SID (session id)	MATISTOTELES s.r.o.(our domain)	Maintaining the user session (login information, cart contents , etc.)	Necessary	Legitimate interest(essential for service)	For the duration of visit (session)	EU (Czech Republic)
cookie_consent (consent value)	MATISTOTELES s.r.o.(our domain)	Storing your cookie consent settings	Necessary	Legal obligation (Section 89(3) of the Electronic Communications Act)	6 months	EU (Czech Republic)
lang_pref (preferred language)	MATISTOTELES s.r.o.(our domain)	Remembering language choice (CZ/EN) and other user preferences	Functional	Consent	1 year	EU (Czech Republic)
_ga (Google Analytics)	Google LLC(analytic s.google.com)	Measuring site traffic, unique visitor	Analytical	Consent	2 years	USA

		ID, user statistics				
_gid (Google Analytics)	Google LLC(analytics.google.com)	Measuring site traffic, distinguishing users	Analytical	Consent	24 hours	USA
_fbp (Facebook Pixel)	Meta Platforms Ireland Ltd.(Facebook)	Tracking conversions from Facebook, building advertising audience	Marketing	Consent	3 months	EU/USA
IDE (Google Ads)	Google LLC(doubleclick.net)	Personalising and measuring ads in Google's network	Marketing	Consent	13 months	USA

Explanation of the table: *Provider* indicates who administers the cookie – first-party cookies are administered by us as the website operator; third-party cookies are administered by external entities. *Purpose and data* summarises what the cookie is used for and what types of data it processes (e.g. identifiers, information about activity). *Category* corresponds to the type of cookie as explained in section 3 above. *Legal basis* indicates whether we use the cookie based on your consent or another legal ground. *Storage period* shows how long the cookie remains active on your device (from its creation/renewal). *Data location* means where the data are processed – by us (in the EU) or also in third countries (for example, on the provider's servers in the USA).

5. Use of Cookies and User Consent

Consent to cookies: Under applicable legal regulations (in particular the amended Electronic Communications Act), **we will not store cookies on your device (except purely technical ones) without your prior consent.** This means that **our website operates on an opt-in basis** – on your first visit, we will ask you via a cookie banner for consent to use each category of cookies. You have the option to **agree to all, refuse all, or choose only certain types.** You give your consent by an

active action (e.g. clicking on the “Allow all cookies” button or selecting preferences and saving them). **We do not use pre-ticked boxes, nor do we infer your consent from mere browsing of the site** – inactivity or scrolling **cannot be considered consent**. If you refuse all **optional** cookies, **our site will remain fully functional** and accessible (access to the site cannot be blocked); only some personalised features may be limited. Technical cookies that are necessary for the transmission of a communication or for providing a service you request may be stored even without your consent.

You can **withdraw or change your cookie consent at any time**. The settings made in the cookie banner can be subsequently adjusted via the “Cookie Settings” link (available in the website footer) – this will reopen our preference centre, allowing you to change your earlier choices. Likewise, you can **delete cookies already stored** or prevent their storage using your web browser settings. In most browsers, you can manage cookie permissions in the settings (privacy/security settings) – for example, disable third-party or all cookies, delete individual files, or set an alert when a website tries to save a cookie. The exact steps differ by browser (we recommend using your browser’s help feature or visiting <https://www.aboutcookies.org> for guides on the most common browsers). **Withdrawing consent or blocking cookies in your browser does not delete cookies that have already been stored**; you can remove those from your browser manually (usually in the browsing history settings).

We fully **respect your current cookie preference decision**. You may withdraw a given consent at any time, and withdrawal of consent has no retroactive effect – processing that took place before the withdrawal remains lawful. You can also reopen the cookie settings panel at any time to **expand or adjust** your consent (for example, to later allow analytical cookies that you initially declined, etc.).

6. Personal Data Protection and Data Subject Rights

Information obtained through cookies, especially if it relates to an **identifiable user (e.g. IP address, unique cookie identifier, etc.)**, may constitute personal data. We handle such data in accordance with the **GDPR** (General Data Protection Regulation) and other data protection laws. Detailed information about the processing of your personal data (including your rights such as the right of access, rectification, erasure, restriction of processing, data portability, or the right to object) can be found in our main document **Personal Data Processing Policy** (Privacy Policy). Any **data subject rights** exercised in relation to processing via cookies will be addressed in accordance with our *Personal Data Processing Policy* and our internal data protection policy. This means that, for example, upon your request we will **provide information about data collected via cookies**, or we will erase that data at your instruction, unless there is another legal reason for further retention. You also have the right to **object at any time** to the processing of data for marketing

purposes – in such case we will stop using the relevant cookies (e.g. advertising cookies).

If you have any questions regarding this document or the use of cookies on our site, or if you wish to **exercise your rights**, you can contact us by email at info@matistoteles.cz or in writing at the company's registered office address (see above). The supervisory authority for personal data protection in the Czech Republic is the **Office for Personal Data Protection (ÚOOÚ)**, to which you can address any complaint. However, we would appreciate it if we could resolve any comments together first – protecting your privacy is important to us and we strive to adhere to all applicable rules.

7. Cookie Policy Updates

This Cookie Usage Policy may be updated from time to time, especially in the event of changes in the use of cookies on our site or changes in legal regulations. We will notify you of any significant modifications (for example, via a notice on the website or by email, if the changes affect the processing of your data). However, we recommend that you periodically review this document to stay informed about the current version of our policy.

This document is effective from 1 May 2026 and replaces previous versions of the Cookie Usage Policy.