

Cookie processing policy

In order for our website to work properly, we use small data files called cookies. A cookie is a short text file that a web server sends when visiting our website to a browser, which stores it on the user's computer. Allows the site to record information about your visit, such as your preferred language and other settings. This may make the next visit to the site easier and more productive. Cookies are important. Without them, browsing the web would be much more complicated. Cookies do not pose a danger to website visitors. They do not serve us to obtain any sensitive personal data, but they are important for the protection of privacy. We do not use cookies to identify users of the website or to misuse login details.

Cookies on the websites of Fundlift, s.r.o.

If you have cookies enabled in your internet browser, we believe that you agree with the cookies set by us on the website www.fundlift.cz.

Of course, you have the right to revoke your consent by blocking it in your browser or deleting all existing cookies. You can change your preferences at any time in your internet browser.

Warning: blocking cookies can negatively affect the functionality of the website.

Web Fundlift, s.r.o. uses the following categories of cookies:

- **Technical cookies:** we use to make the selected services on the website work properly.
- **Analytical cookies:** we use to measure website traffic and visitor behavior. Data from cookies are analyzed in an anonymized form.
- **Marketing cookies:** information is also used for advertising purposes. Thanks to them, we can offer you more interesting and relevant content.

Cookies published by Fundlift, s.r.o.

We do not have any cookies that we issue.

We may use third party services to provide even better services and display more relevant and attractive content. These services are subject to provider policies.

The analytical and marketing cookies are the following:

Category	Names of cookies	Service	Originator/publisher of cookies	Purpose and technical description	Benefit for the visitor	Scope of processed data	Expiration
Technical	notification-119	www.fundlift.cz	Fundlift s.r.o.	File for the correct functionality of the forms on Fundlift	Support for the correct functioning of the application form	Only the technical record is processed	only for the duration of the visit
Technical	Vuid	www.fundlift.cz	Vimeo, Inc.	Cookies for proper playback of videos placed in individual campaigns	Part of the video launcher	Processes information about specific user preferences regarding video playback settings	2 years
Technical	sessionid	www.fundlift.cz	Fundlift s.r.o.	Session identification and logged-in user identification	Session and logged-in user support	Only technical enrollment is processed	2 hours
Analytical	_fbp	Facebook	Facebook	The cookie recognizes browsers for the purpose of providing advertisements and web analytics services	Measures the effectiveness of advertising campaigns	According to the profile settings. More information here - https://www.facebook.com/policies/cookies/	90 days
Analytical	_ga _gid _gat	Google Analytics	Google	Set of cookies related to measuring traffic	Users get more compelling content because the administrator can track the success of individual articles	We use demographic and interest reports, which provide us with anonymized data about the age, gender, location and interests of users. The IP address is anonymized. We also collect remarketing data using Google Signals. This is data about logged-in users to their Google Account, which has made it possible to associate browser browsing and application browsing history information with their account and use this data to display personalized ads and also to generate aggregated and anonymized statistics	30 seconds to 24 months
Analytical	_dc_gtm_UA-	Google Analytics	Google	Cookies help measure and improve website performance	Part of analytics tools for better content for the visitor	Used to track which Google Analytics ID is being used	1 minute
Analytical	_hjAbsoluteSessionInProgress	www.fundlift.cz	Hotjar	Cookies help measure and improve website performance	Prevents double registration on the website by assigning an ID	Thanks to these cookies, we find out how visitors navigate the website and help identify errors	30 minutes
Analytical	_hjTrackJs	www.fundlift.cz	Hotjar	Finds the SEO ranking for the current site. This service is part of the statistics and analyzes of third party services	Part of analytics tools for better content for the visitor	At startup, only the general path to cookies that could be used is detected. Used for sharing between subdomains	only for the duration of the visit
Analytical	_hjid	www.fundlift.cz	Hotjar	Sets a unique session ID. This allows the website to obtain statistics on visitor behavior	Visitor behavior is recorded to the same user ID	Used to store the user ID when visiting the Hotjar script page	1 year
Analytical	_hjid	www.fundlift.cz	Hotjar	Cookies help measure and improve website performance	Part of analytics tools for better content for the visitor	Specifies whether the user navigation should be registered at a specific statistical location	8 minutes
Analytical	ssupp.vid	www.fundlift.cz	Smartsupp	The cookie sets Smartsupp to store the visitor ID	Proper operation of the Smartsupp chat for website visitors	These cookies store information about user settings	6 months
Analytical	ssupp.visits	www.fundlift.cz	Smartsupp	The cookie sets Smartsupp to store the number of visits	Proper functioning of the Smartsupp chat for web visitors and necessary for automatic messages	Specifies the last page visited by the visitor. This is used to make the chat box function more relevant	6 months
Marketing	IDE	DoubleClick	Google	This cookie is used to display relevant ads to users according to their profile	Users get more attractive and relevant content	This type of cookie is used by Google DoubleClick and stores information about how the user uses the website and other ads before visiting a particular page	1 year
Marketing	fr	Facebook	Facebook	These cookies are used to display, measure and improve the relevance of ads	Users get more compelling content (for example, make sure that the displayed ads do not repeat too much)	According to the profile settings. More information here - https://www.facebook.com/policies/cookies/	90 days
Marketing	ANID	Google.com	Google	Cookies for advertising displayed on the website and stored on google.com	Users get more attractive and relevant content	This cookie provides information about how the end user uses the website and any advertising that the end user may have seen before visiting the website	2 years
Marketing	NID	Google.com	Google	Unique ID registration that identifies the returning user's device	Users get more attractive and relevant content	These Google cookies store information about user settings	6 months
Marketing	1P_JAR	Google.com	Google	Cookies for advertising displayed on the web and stored on google.com	Users get more attractive and relevant content	These Google cookies store information about user settings	30 days
Not classified	_hjFirstSeen	www.fundlift.cz	Google				1 den

If you do not agree to be the subject of website traffic measurement analysis when you visit the website, you can unsubscribe from them or switch them off according to the instructions below.

In this case, it's **Google Analytics**. You can find their privacy policy at <https://policies.google.com/privacy>. You can sign out at <https://tools.google.com/dlpage/gaoptout>.

You can still control the websites that use Google services. For example, you can set which ads to show, how personalized ads are, or opt out of personalized ads. You can also block some advertisers.

After signing in to your Google Account, you can view and set up data generated by your use of Google on the [My activity](#) page, including the information Google collects from the applications and websites you visit. Records can be sorted by date or topic, and you can delete it partially or completely.

You can download a module at <https://tools.google.com/dlpage/gaoptout> to help you determine which analytical cookies we process from Google tools. You can also block analytical measurements here.

Instructions on how to manage cookies issued by **Facebook** can be found here - <https://www.facebook.com/policies/cookies/>

Instructions on how to manage cookies issued by **Smartsupp** can be found here -

<https://www.smartsupp.com/it/help/privacy/>

Instructions on how to manage cookies issued by **Hotjar** can be found here -

<https://www.hotjar.com/legal/policies/privacy/>

Instructions on how to manage cookies issued by **Vimeo** can be found here - https://vimeo.com/cookie_policy

Settings for saving and deleting of third-party cookies or restrictions on their use in the Internet browser

In internet browsers you can set how it will work with cookies. You can allow saving these files, prohibit the storage, reading, deleting them or prohibit cookies of third parties. However, each browser has its own settings and does not pass these settings on. Developers have the right to change settings. You can use the "anonymous browsing" function, where no cookies will be stored on your device.

Instructions for changing settings for selected Internet browsers can be found here:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Opera](#)
- [Seznam.cz browser](#)
- [Safari](#)

If you have any questions about the processing of cookies, please contact us by e-mail: info@fundlift.cz or in writing at the address: Fundlift, s.r.o., Václavské náměstí 838/9, Nové Město, 110 00 Prague 1.