SWKLID.CZ SERVICES OPTIMALIZATION MEASURES

EasyFM s.r.o. and its contractual partners are using the so-called cookies, tags and other similar technologies. These technologies provide for presenting customized information to clients adapted to their needs and effective administration.

These cookies are gathering information about your search habits, providing help in creating a profile of a client / visitor to the website, and depending upon this, advertisements relevant to your interests and your person are being directed. These cookies are used in order to improve advertisements and make them more targeted to the user. They are also being used in order to limit the number of advertisements for one user making the advertisement campaigns more effective.

By cookies, we refer to information stored in simple text files, placed from the web in your PC. These cookies may be read out bet he website during your future website visits. The information stored in a cookie may have a relation to the customer behavior during his or her visiting the website, or it may contain a unique identification number, so the website will be able to „recall" this customer when he visits the website next time. Generally, cookies do not contain personal information that may identify the customer, unless he himself provides such an information to the website.

There are two cookie types used by websites. Permanent cookies which are stored on the hard disk for a longer period. Relation cookies are stored in the balancing memory during the website visit and are automatically erased from the PC when the customer leaves the internet.

The aim of permanent cookies is, among others, to simplify the filling in of data that have already filled in before by the website visitor, and collecting information about habits when searching a website (this may, among others modify the advertisements available in a browser directly according to the person´s interests who has inserted certain data during the last visit, be it personal data or other), inserted e.g. in the SWKLID.CZK data insert form.

When working with cookies, we are going to use the following cookie types:

Application cookies – necessary for the application´s proper operation and a possible process during data insertion within the swklid.cz

Cookies with user data preference – here, data that have been inserted earlier, are being stored – e.g. data about log-ins, preferences etc.
Measuring cookies – within this context, especially visit rate related and website performance related

data are stored (Google Analytics)

Cookies designed for customizing advertisements

Browser setting and cookies setting

If a website visitor does not agree with using the service provides by the so-called cookies, he can process according to the instructions listed under the „Help" button of his internet browser and deactivate thus the storing of any cookie files on his computer.

Apart from the permanent cookie storage deactivation, it is possible to erase these files from your computer manually (usually vie the shortcut: CTRL + SHIFT + Delete) following each visit of a website.

Yet given the advantages provided by these cookies, we do recommend to use them.

Contact

If you have any questions or remarks or if you don´t agree with using the service provided by the so-called cookies, don´t hesitate and get in touch with us via office@easyfm.cz or, possibly, via mail addressed to **EASY FM s.r.o., K sadu 754/2a, Praha 8 182 00, Czech Republic.**