

Principles for the use of cookies

1. We, the company **Moravskoslezské Investice a Development, a.s.**, identification no. (IČ) 47673168, registered address Na Jízdárně 7/1245, 702 00 Ostrava, the personal data processor,

hereby inform you that for the purpose of

- measuring website visitor numbers
- creating statistics on visitor numbers and visitor behaviour on our website
- ensuring the correct functionality of our website
- tailoring our website to your needs
- determining which pages and functions of our website are most frequently used by visitors
- optimizing the utilization of our servers
- optimizing and displaying advertising on the basis of previous visits to our website (marketing cookies)

we utilize a small quantity of data stored in your device (known as cookies). For more information about cookies, see here (<https://bit.ly/1rWRnXl>) or here (<https://bit.ly/1HPoGih>).

2. Cookies are used by almost every website in the world. In general terms, cookies provide a useful service, as they help to make repeatedly visited websites more user-friendly (they enable your computer to remember the pages it has visited and to remember your preferred settings on individual pages).
3. You can adjust your use of cookies via the settings in your internet browser. Most internet browsers automatically accept cookies as part of their default settings. However, you can block cookies by altering the browser settings. For more information on how to do this, see the following pages:
 - Google Chrome (<https://support.google.com/accounts/answer/61416?hl=cs>)
 - Mozilla Firefox (<https://support.mozilla.org/cs/kb/povoleni-zakazani-cookies>)
 - Internet Explorer (<https://support.microsoft.com/cs-cz/help/17442/windows-internet-explorer-delete-manage-cookies>)
 - Safari (<https://support.apple.com/cs-cz/guide/safari/sfri11471/mac>)
4. Collecting cookies for the above-listed purposes can be considered a form of personal data processing, which is permissible (with the exception of marketing cookies) on the basis of our legitimate interest under Article 6, Paragraph 1 f) of the EU General Data Protection Regulation ("GDPR").
5. We process marketing cookies for the purpose of optimizing and displaying advertising on the basis of your consent under Article 6, Paragraph 1 a) of the GDPR. You grant us this consent via the settings in your internet browser for the period listed below for each type of marketing cookie. You can withdraw this consent at any time by changing the settings in your internet browser.
6. Technical cookies are essential for the proper functioning of our website; these will be stored only for the length of time necessary for the correct functioning of the website.

7. You may object to the processing of cookies under Article 21 of the GDPR. You may send an objection to the e-mail address info@msid.com. If you object to the processing of technical cookies, it is not possible to guarantee the full functionality and compatibility of our website.
8. Cookies that are collected for the purpose of measuring visitor numbers at our website and creating statistics on visitor numbers and visitor behaviour on our website are processed in an almost anonymized form; although you can be identified from the data, identification requires considerable effort and technical skill.
9. All cookies are stored for the period listed below for each type of cookie (see 11.).
10. The cookies collected are processed by other processors:
 - The provider of the Google Analytics service run by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA
 - Facebook Inc., Menlo Park, California, USA
 - Seznam.cz, a.s. Praha 5 – Smíchov, Radlická 3294/10, Czech Republic
11. These processors process cookies in accordance with their contractual conditions, which are published here:
 - <https://policies.google.com/technologies/cookies?hl=cs>
 - <https://policies.google.com/privacy/update?hl=cs>
 - <https://www.facebook.com/policy.php>
 - https://d29-a.sdn.szn.cz/d_29/c_data_G_J/3j2CC.pdf
12. Under the GDPR, you have the following rights:
 - the right to demand access to your personal data (subject to the conditions of Article 15 of the GDPR);
 - the right to the rectification or erasure of your data (subject to the conditions of Articles 16 and 17 of the GDPR);
 - the right to the restriction of processing of your personal data (subject to the conditions of Article 18 of the GDPR);
 - the right to object to processing of your personal data (subject to the conditions of Article 21 of the GDPR);
 - the right to data portability (subject to the conditions of Article 20 of the GDPR).
13. If you are of the opinion that your right to the protection of your personal data has been violated, you are entitled to file a complaint with the supervisory body, which in this case is the Czech Republic's Office for Personal Data Protection (**Úřad pro ochranu osobních údajů**).
14. If you have any questions or comments, you can contact us using the contact details on <https://www.msid.cz/en/contacts>.