

Cookies policy

This communication is pursuant to Article 6(1)(c) of Regulation (EU) 2016/679, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

1. About Us

1.1. **GOPAY** (hereinafter also referred to as the "Data Controller") means GOPAY s. r. o., registered office in Planá 67, 370 01 České Budějovice, company identification number: 26046768, entered in the Commercial Register maintained by the Regional Court in České Budějovice, Section C, Entry 11030. Terms such as "we", "us", "our", "ours", etc., that may be used in the Privacy Policy also have the same meaning. GOPAY is an electronic money institution that issues Electronic Money within the meaning of S. 4 of Czech Act No. 370/2017 Coll., which makes provision with respect to the payment system, and operates the GoPay Payment System.

2. General provisions

2.1. This policy (hereinafter referred to as the "Cookies Policy") governs the way we process cookies in the GoPay payment system (you can read more about cookies here). We abide by Czech Act No. 110/2019 Sb., on personal data protection (hereinafter "ZOOÚ") and by the Regulation (EU) 2016/679, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter referred to as the "GDPR").

2.2. When processing personal data, we take care that no harm is done to the rights of natural persons in relation to the processing of personal data. At the same time, we are obliged to fulfil the provisions of pertinent legal regulations and apply reasonable measures to protect the legal order, democratic society and its specific important interests, as stated hereinafter.

3. How do we process cookies?

3.1. Cookies are processed for the purpose of the legitimate interest of the GoPay payment system provider. Thanks to cookies we can measure traffic and keep statistics about your behaviour on the website. We can therefore monitor and improve the functionality and security of the GoPay Payment system.

3.2. Cookies for measuring and functioning of the website are stored only for the time necessary for the functioning of the website and statistics. You will find the individual processing times in the table below.

3.3. You can also use the website in a mode that does not allow the collection of data about your behavior - just change the settings of your web browser or contact us at podpora@gopay.cz. You can read more info here.

3.4. Also, you can raise an objection to the data collection based on our legitimate purpose, and you can do so by emailing us at podpora@gopay.cz. We will resolve your issue within one month after we receive your objection. Should you raise an objection to processing of cookies necessary for the functioning of the website, we can't guarantee you full functioning and compatibility of our

Payment system.

3.5. Cookies collected in order to measure website traffic and create statistics and passed on to third parties are treated as a bundle. Therefore the data are anonymous and it is impossible to identify your person.

3.6. You as a data subject acknowledge the above-mentioned information.

4. Final provisions

4.1. By continuing using the functions of the GoPay Payment System you express your free, specific, informed and unambiguous expression of will that you understand the processing of your personal data in accordance with this Cookies policy and that you have been properly instructed and informed about the processing of your personal data.

4.2. We have the right to change the Cookies policy unilaterally according to the legislation and you agree to that right.

4.3. Should we change the Cookies policy, we are obliged to notify all the registered users of the GoPay Payment system in advance by e-mail containing a link to a new Cookies policy.

4.4. Cookies policy is issued in an electronic form and it is also available at our website.

4.5. Cookies policy comes into effect as of June 1st 2021.

5. List of processed cookies

Name	Purpose	Expiration	Access to data
apbct_cookies_test	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	Session	gopay.com
apbct_page_hits	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	Session	gopay.com
apbct_prev_referer	Used by the website to identify and eliminate spam on the website's comment-function.	Session	gopay.com
apbct_site_landing_ts	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.	Session	gopay.com
apbct_visible_fields	Used by the website to identify and eliminate spam on the website's comment-function.	Session	gopay.com
bp_user-registered	Registers whether the user is	4999 days	gopay.com

Name	Purpose	Expiration	Access to data
	logged in. This allows the website owner to make parts of the website inaccessible, based on the user's log-in status.		
bp_user-role	Registers whether the user is logged in. This allows the website owner to make parts of the website inaccessible, based on the user's log-in status.	4999 days	gopay.com
bp_ut_session	Determines which parts of the website should be accessible for the specific users, based on login-status, geographical location or other parameters.	4999 days	gopay.com
CookieConsent	Stores the user's cookie consent state for the current domain.	1 year	gopay.com
sid	Preserves users states across page requests.	29 days	seznam.cz
CookieConsent	Stores the user's cookie consent state for the current domain.	1 year	gopay.com
ct_checkjs	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	Session	gopay.com
ct_fkp_timestamp	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	Session	gopay.com
ct_pointer_data	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	Session	gopay.com
ct_ps_timestamp	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	Session	gopay.com
PHPSESSID	Preserves user session state across page requests.	Session	gopay.com
tld	Used to optimize the loading speed on the website. This is done by pre-loading some procedures in the visitors' browser.	Session	gopay.com
c	Used in order to detect spam and improve the website's security. Does not store visitor specific data.	6070 days	leadly.com
sid	Preserves users states across	29 days	seznam.cz

Name	Purpose	Expiration	Access to data
	page requests.		
CONSENT	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	6070 days	youtube.com
weird_get_top_level_domain	The cookie determines the preferred language and country-setting of the visitor - This allows the website to show content most relevant to that region and language.	Session	gopay.com
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	google-analytics.com
_at.hist.#	Used by the social sharing platform AddThis to store the user's usage history of the AddThis sharing widget.	Permanent	gopay.com
_ce.s	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1779 days	gopay.com
_CEFT	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.	1 year	gopay.com
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	gopay.com
_gat	Used by Google Analytics to throttle request rate.	1 day	gopay.com
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	gopay.com
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by	1 day	gopay.com

Name	Purpose	Expiration	Access to data
	assigning the visitor an ID, so the visitor does not get registered twice.		
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day	gopay.com
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Permanent	gopay.com
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 year	gopay.com
_hjIncludedInPageviewSample	Determines if the user's navigation should be registered in a certain statistical place holder.	1 day	gopay.com
_hjIncludedInSessionSample	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	1 day	gopay.com
_hjTLDTest	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	gopay.com
apbct_timestamp	Sets a timestamp for when the visitor entered the website. This is used for analytical purposes on the website.	Session	gopay.com
ce_clock	Sets a timestamp for when the visitor entered the website. This is used for analytical purposes on the website.	Permanent	gopay.com
p.gif	Keeps track of special fonts used on the website for internal analysis. The cookie does not register any visitor data.	Session	typekit.net
_ce.s	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1779 days	gopay.com
_CEFT	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or	1 year	gopay.com

Name	Purpose	Expiration	Access to data
	change content on the website. This allows the website to find the best variation/edition of the site.		
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 year	gopay.com
_gat	Used by Google Analytics to throttle request rate.	1 day	gopay.com
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	gopay.com
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day	gopay.com
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day	gopay.com
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 year	gopay.com
_hjTLDDTest	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	gopay.com
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	gopay.com
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	gopay.com
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Permanent	gopay.com
_hjIncludedInPageviewSample	Determines if the user's navigation should be registered in a certain statistical place holder.	1 day	gopay.com

Name	Purpose	Expiration	Access to data
_hjIncludedInSessionSample	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	1 day	gopay.com
ce_clock	Sets a timestamp for when the visitor entered the website. This is used for analytical purposes on the website.	Permanent	gopay.com
p.gif	Keeps track of special fonts used on the website for internal analysis. The cookie does not register any visitor data.	Session	typekit.net
loc	Geolocation, which is used to help providers determine how users who share information with each other are geographically located (state level).	13 months	addthis.com
uvc	Detects how often the social sharing service, AddThis, encounters the same user.	13 months	addthis.com
xtc	Registers the user's sharing of content via social media.	13 months	addthis.com
retargeting	Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting.	Session	seznam.cz
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year	doubleclick.net
pagead/landing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Session	doubleclick.net
RUL	Used by DoubleClick to determine whether website advertisement has been properly displayed - This is	1 year	doubleclick.net

Name	Purpose	Expiration	Access to data
	done to make their marketing efforts more efficient.		
test_cookie	Used to check if the user's browser supports cookies.	1 day	doubleclick.net
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	facebook.com
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	facebook.com
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	google.com
pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.	Session	google.com
pagead/landing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Session	google.com
__atuvc	Updates the counter of a website's social sharing features.	13 months	gopay.com
__atuvs	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis.	1 day	gopay.com
_at.cww	Used by the social sharing platform AddThis.	Permanent	gopay.com
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	gopay.com
_gcl_au	Used by Google AdSense for experimenting with	3 months	gopay.com

Name	Purpose	Expiration	Access to data
	advertisement efficiency across websites using their services.		
at-lojson-cache-#	Used by the social sharing platform AddThis.	Permanent	gopay.com
at-rand	Used by the social sharing platform AddThis.	Permanent	gopay.com
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	youtube.com
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	youtube.com
yt.innertube::nextId	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Permanent	youtube.com
yt.innertube::requests	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Permanent	youtube.com
yt-remote-cast-available		Session	youtube.com
yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
yt-remote-connected-devices	Stores the user's video player preferences using embedded YouTube video.	Permanent	youtube.com
yt-remote-device-id	Stores the user's video player preferences using embedded YouTube video.	Permanent	youtube.com
yt-remote-fast-check-period	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
yt-remote-session-app	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
yt-remote-session-name	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
retargeting	Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting.	Session	seznam.cz
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year	doubleclick.net
pagead/landing	Collects data on visitor behaviour from multiple websites, in order to present	Session	doubleclick.net

Name	Purpose	Expiration	Access to data
	more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.		
test_cookie	Used to check if the user's browser supports cookies.	1 day	doubleclick.net
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	facebook.com
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	facebook.com
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	google.com
pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.	Session	google.com
pagead/landing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Session	google.com
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	gopay.com
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	gopay.com
apbct_site_referer		2 days	gopay.com
apbct_urls		2 days	gopay.com
ce_cookie_check		Session	gopay.com

Name	Purpose	Expiration	Access to data
ce_get_top_level_domain		Session	gopay.com
ce_need_secure_cookie		Session	gopay.com
ct_timezone		Session	gopay.com
hbv_388123		Permanent	gopay.com
leady_session_id		Session	gopay.com
leady_tab_id		Permanent	gopay.com
opanda_vid		Permanent	gopay.com
tk		Permanent	gopay.com
leady_session_id		Session	gopay.com
leady_tab_id		Permanent	gopay.com
tk		Permanent	gopay.com

6. Who can access the data:

6.1. All the cookies are stored for a period specified for each cookie type in the table above.

6.2. The collected cookies can be processed by other processors:

- by the Google Analytics service, provided by the Google Inc. company, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA,
- by the Google Adwords service, provided by the Google Inc. company, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA,
- by the Sklik service, provided by the Seznam.cz, a.s. company, IČ: 26168685, Prague 5 – Smíchov, Radlická 3294/10, zip code 150 00,
- by the Microsoft Clarity service, provided by the Microsoft Corporation company, Redmond, 980 52, USA.

6.3. Cookies are then processed by the following processors in accordance with their personal privacy policies:

- Google Analytics

<https://policies.google.com/technologies/cookies?hl=cs;>

<https://policies.google.com/privacy/update?hl=cs>

- Google Adwords

https://support.google.com/adspolicy/answer/6020956?hl=cs&ref_topic=1626336

- Sklik

<https://www.seznam.cz/reklama/en/obsahovy-web/pravidla-reklamy/gdpr/>