

## **ADVICE AND SUMMARY INFORMATION ABOUT COOKIES**

**Notre Game s.r.o.**, registered office: Pernerova 293/11, 186 00 Prague 8 - Karlín, Czech Republic, registered number: 04489039, registered with the Municipal Court in Prague, section C, entry 248355, represented by Jiří Mikoláš, executive officer (hereinafter the "**Controller**" or "**we**") for the provision of a gaming application available at [www.scratchwars.com](http://www.scratchwars.com)

### **I. What are cookies?**

a. Cookies are computer data, in particular text files, stored on a user's device (computers, telephones, etc.) for use at websites. These files enable the identification of a user's device and the correct displaying of the website in accordance with individual preferences. Cookie processing activities will therefore concern not only registered users, but also simple visitors to the [www.scratchwars.com](http://www.scratchwars.com) website (hereinafter a "**Visitor**" or "**you**").

b. Some cookies can be personal data, as they enable the identification of a user's device (but only based on the type Brand, the type of device, the version of the operating system). Data in the form that we process them do not enable us to find a specific user), for this reason the personal data controller issues this advice. For example by attributing certain behaviour to a certain visitor, their connection to data provided during the registration of an account in an electronic store.

c. With regard to the fact that the controller can use a solution with functions similar to cookies, these provisions apply also to such technologies.

d. The [www.scratchwars.com](http://www.scratchwars.com) website can be used also in a regime that does not enable the gathering of data about the behaviour of website visitors – this regime can be set up as a part of browser settings or it is possible to object to such gathering based on the legitimate grounds of the controller in accordance with Article 21 of the GDPR, by sending an e-mail to the address [info@notre-game.com](mailto:info@notre-game.com). Your objection will be promptly assessed. The cookies necessary for the website's functionality will be stored only for the period necessary for the operation of the website.

### **II. What are cookies for?**

a. Cookies are part of the HTTPS protocol that is used for encrypting communication between the website server and the browser. They comprise: an identification key, a value and the time after which the browser should remove the cookies. Their functions are mostly standard and serve for browser settings.

b. At the moment you use our website, we apply cookies enabling the identification of your browser or device – cookies contain various types of information that, essentially, is not personal data (they do not enable identification of the user – functional and performance).

c. Cookies are used to adapt the content of the website to your preferences, including our offers, and to improve and personalize the content of the website (marketing).

### **III. Which cookies do we use?**

a. We designate the necessary cookies for the operation of the website as "Functional" and with regard to the purpose of their processing it is not possible to prohibit them (otherwise the website would simply not work, so the field is permanently ticked and must remain so).

b. Performance cookies are processed based on the controller's legitimate interest in maintaining a good user experience of the website and an objection to their processing can be submitted in such a manner that the user switches their processing off in cookie settings. In such an event the overall functionality of the website may worsen.

c. If you have not set up your web browser differently, then we process marketing cookies. This type of cookie serves so that we can display the relevant marketing content to our users, including at other websites or on social networks. If you prohibit this type of cookie,

Scratch Wars news and marketing offers will not be displayed to you, or you will not be able to effectively use links to Facebook, Instagram, YouTube or other social networks, or you will not be able to share content on social media.

d. The cookies used at our website can be divided into two basic types from the viewpoint of their persistence. Short-term "session cookies" that are only temporary and remain stored in your browser only until you close your browser and long-term "persistent cookies" that remain stored on your device much longer or until you manually remove them (the time cookies remain on your device depends on the settings of the cookie itself and your browser's settings).

e. Cookies used by co-operating entities of the website operator are the subject of their own personal data protection policy (e.g. Facebook, Instagram).

#### **IV. What legal grounds do we have for processing cookies?**

a. **Controller's legitimate interest.** Gathering cookies for the purpose of measuring visits and creating statistics can be regarded as personal data processing. Such processing is possible based on statutory grounds - the controller's legitimate interest in the full operation of the website, gaming application and e-shop and the maintenance of a high-quality user experience, and it is enabled by Article 6(1)(f) of the GDPR.

b. **Visitor's consent.** Cookies for targeting advertising are processed based on your consent. You grant your consent for the period that is stated below by the individual marketing cookies. Consent to the gathering of data using cookies for marketing purposes can be rescinded at any time, with the help of a change to the settings on the relevant internet browser or by deleting the relevant cookies on your device.

#### **V. How to Block Processing of Cookies**

a. You can set up consent to the use of cookies using private data settings in the internet browser on your device.

b. In the initial settings of your internet browser or other software installed on your computer or on another device connected to the network it is possible to permit the saving of certain types of cookies on such device. Such settings can be changed in such a manner that in the browser settings the use of cookies is blocked or the user is informed of each individual transfer to a user's device. In this way the extent of consent to the use of such technology can be rescinded or otherwise set up at any time (blocking of storage of cookies in the future).

c. The refusal to use cookies applies only to the browser in question. In the event another browser is used on the same or another device, it is necessary to again set the same conditions.

#### **VI. What services are related to the use of cookies?**

a. The cookies that the controller uses are primarily used to optimize a visitor's services when using the website and gaming application. The controller, however, co-operates with other companies as a part of its marketing (advertising) activities. For the purposes of this co-operation the browser or other software installed on the visitor's device also stores cookies from entities performing the aforementioned marketing activities, which can become the controller of the customer's personal data. Cookies sent by such entities are to ensure that visitors are familiarized only with advertising that meets their individual interests and needs. In the controller's opinion, it is more attractive for visitors to see adapted advertising than advertising that is not related to their needs. Without such files it would not be possible, because companies working with the controller send visitors advertising content.

b. As a part of marketing activities the controller uses the following entities that use cookies:

- Google Analytics, operated by Google Inc., registered office: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.;
- Google Adwards, operated by Google Inc., registered office: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.;
- YouTube, operated by Google Inc., registered office: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.;
- Sklik, operated by Seznam.cz, a.s., registered office: Radlická 3294/10, Prague 5 - Smíchov, registered number: 261 68 685.;
- Facebook Ads, Facebook Inc., Facebook Ireland Ltd., Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.;
- Eshop-rychle, operated by Golemos s.r.o., registered office: Zátkovo nábřeží 448/73, 370 01, České Budějovice.

## VII. Types of Cookies

| Cookie name  | Purpose                           | Duration   | Legal title   |
|--|-----------------------------------|--|---|
| Google Adwards   | Tracking, Remarketing             | Persistent<br>1 month  | Visitor's consent   |
| Sklik  | Tracking, Remarketing             | Persistent<br>1 month  | Visitor's consent   |
| Facebook   | Tracking, Conversion, Remarketing | Persistent   | Visitor's consent   |
| YouTube  | Tracking, Remarketing             | Persistent<br>1 month  | Visitor's consent   |
| Google Analytics<br>(_ga, _gad, _gid, cid, utmv, utmz, utma, utmb, utmc) | Analytical, Tracking              | Persistent<br>50 months<br>Persistent<br>Persistent<br>Session | Controller's legitimate interest in maintaining the website's functionality |
| PHPSESSID<br>to maintain functionality                                   | Essential                         | Session  | Legitimate interest in maintaining functionality of website                 |

## VIII. Marketing activities that we can perform using cookies

### a. Profiling:

Using cookies at our website gives us the chance to familiarize ourselves with users' preferences – for example, by analyzing how frequently they visit our website or what links they most frequently browse. An analysis of behaviour on the internet helps us better understand users' habits and expectations and adapt to their requirements and interests. Thanks to this technology we can not only show a user advertising tailored to him and of our current special offers present only those that best meet the user's needs, but we can also

create and present to the user offers that are not available to other users.

b. Retargeting:

Based on cookies we use technology that enables us to approach users that previously visited our website.

We are of the opinion that for users it is more interesting and practical for offers displayed to be in accordance with their interests and needs ascertained based on an analysis of previous behaviour obtained thanks to cookies. For this reason we are interested in providing advertising content at other websites adapted to previous internet activity.

The latest version of this advice on cookies is valid from **24.3.2020**