

# An overview of the cookies we use

## Necessary

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

<i>Cookie Name</i>	<i>Provider</i>	<i>Type</i>	<i>Expiry</i>
<b>BIGipServer#</b>	ppl.cz	HTTP	Session
Cookie purpose:	Used to distribute traffic to the website on several servers in order to optimize response time.		
<b>rc::a</b>	google.com	HTML	Perpetual
Cookie purpose:	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of website.		
<b>rc::b</b>	google.com	HTML	Session
Cookie purpose:	This cookie is used to distinguish between humans and bots.		
<b>rc::c</b>	google.com	HTML	Session
Cookie purpose:	This cookie is used to distinguish between humans and bots.		
<b>sid</b>	seznam.cz	HTTP	29 days
Cookie purpose:	Preserves users states across page requests.		

## Statistics

Statistic cookies help us to understand how visitors interact with websites by collecting and reporting information anonymously.

<i>Cookie Name</i>	<i>Provider</i>	<i>Type</i>	<i>Expiry</i>
<b>_dc_gtm_UA-#</b>	ppl.cz	HTTP	1 day
Cookie purpose:	Used by Google Tag Manager to control the loading of a Google Analytics script tag.		
<b>_ga</b>	ppl.cz	HTTP	2 years
Cookie purpose:	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.		
<b>_gid</b>	ppl.cz	HTTP	1 day
Cookie purpose:	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.		

<b>_hjAbsoluteSessionInProgress</b>	ppl.cz	HTTP	1 day
Cookie purpose:	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.		
<b>_hjid</b>	ppl.cz	HTTP	1 year
Cookie purpose:	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.		
<b>_hjTLDTest</b>	ppl.cz	HTTP	Session
Cookie purpose:	Detects the SEO-ranking for the current website. This service is part of a third-party statistics and analysis service.		
<b>collect</b>	google-analytics.com	Pixel	Session
Cookie purpose:	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.		
<b>_hjFirstSeen</b>	ppl.cz	HTTP	1 day
Cookie purpose:	Registers a unique ID that is used by Hotjar to generate statistical data on how the visitor uses the website.		

## Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user.

<i>Cookie Name</i>	<i>Provider</i>	<i>Type</i>	<i>Expiry</i>
<b>_fbp</b>	ppl.cz	HTTP	3 months
Cookie purpose:	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.		
<b>C</b>	adform.net	HTTP	29 days
Cookie purpose:	Used to check if the user's browser supports cookies.		
<b>fr</b>	facebook.com	HTTP	3 months
Cookie purpose:	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.		
<b>IDE</b>	doubleclick.net	HTTP	2 years

Cookie purpose:	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.		
<b>NID</b>	google.com	HTTP	6 months
Cookie purpose:	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.		
<b>pagead/1p-user-list/#</b>	google.com	Pixel	Session
Cookie purpose:	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.		
<b>test_cookie</b>	doubleclick.net	HTTP	1 day
Cookie purpose:	Used to check if the user's browser supports cookies.		
<b>tr</b>	facebook.com	Pixel	Session
Cookie purpose:	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.		
<b>uid</b>	adform.net	HTTP	2 months
Cookie purpose:	Registers a unique user ID that recognises the user's browser when visiting websites that use the same ad network. The purpose is to optimise display of ads based on the user's movements and various ad providers' bids for displaying user ads.		
<b>retargeting</b>	c.seznam.cz	Pixel	Session
Cookie purpose:	Used by Seznam 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.		

## Preferences

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

<i>Cookie Name</i>	<i>Provider</i>	<i>Type</i>	<i>Expiry</i>
<b>LFR_SESSION_STATE_20103</b>	ppl.cz	HTTP	Session

Cookie purpose:	This cookie is used by the content management system, to consistently identify the user's session. It is not initialized by Google Tag Manager and does not serve for marketing purposes. Set when entering the package tracking code.		
<b>tgid</b> <b>tgvi</b>	app.mluvii.com	HTTP	100 let
Cookie purpose:	The website is using Mluvii, a chat platform that connects users with customer support, and these cookies serve to identify the user.		
<b>tgck_#</b> <b>unqvc_#</b> <b>wcfg_#</b> <b>wla_g_#</b>	ppl.cz	HTML	Perpetual
Cookie purpose:	The website is using Mluvii, a chat platform that connects users with customer support, and these cookies serve to identify the user.		