



## Information on the use of COOKIES in the conditions for the DOGNET system users`

### personal data processing

(hereinafter referred to as the "Information")

1. **Lead Media, s.r.o.**, having its registered office at Karpatská 3091/6, 811 05 Bratislava - City District Old Town, Slovak Republic, Company Registration Number: 47 726 601, Tax File Number: 2024084216, VAT File Number: SK2024084216, entered in the Commercial Register of Bratislava III City Court, Section: Sro, Insert No.: 98621/B, contact data: tel. +421 911 122 199, e-mail: (gdpr@dognet.com), as the Operator of the DOGNET system pursuant to the GBTC (hereinafter referred to as the "controller") in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 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 (General Data Protection Regulation) (hereinafter referred to as the "GDPR") and Act No. 18/2018 Coll. on personal data protection and amending certain acts (hereinafter referred to as "ZoOOÚ") **processes personal data of visitors to the DOGNET system web address** (dognet.sk, dognet.cz, dognet.com, including the language versions thereof).
2. The controller *for the purpose of generally informing the data subject about the possibilities of using the DOGNET system services and their improvement, and providing general information **set out in the information and presentation section of the DOGNET system web address** (the possibilities of using the DOGNET affiliate network, presentation of the Operator's services in the field of affiliate marketing, information about Advertisers' active Campaigns in the DOGNET affiliate network, etc.), **collects the personal data of data subjects to the extent: online identifiers (IP address), while such personal data can be placed in cookies, scripts, pixel tags, and the like, and together with other data and information can be stored in the end device of the data subject (PC, tablet, phone, etc.)**.*
3. Cookies are small text files that the web server stores in the end device whilst visiting and viewing websites. These are used to store data about the user and its settings, so that there is no need for the website to request such information repeatedly. Cookie files are simple text files whose authorization does not include making a change in the program or other tasks. Through the cookies placed on the DOGNET system web address, the controller can provide various functions, e.g. how to analyze the web traffic and users' needs, which helps it to personalize marketing communications more effectively, thereby contributing to an increase in website traffic and sales. This data can identify a data subject so that, while browsing the information set out on the DOGNET system website and/or while visiting it repeatedly, the controller can provide services and display information that might be of interest to the data subject, and the controller uses the same for marketing purposes.
4. In case that a part of the data written in a cookie file is **any identifier which, alone or in conjunction with other data, is capable, either directly or indirectly, to identify a web browser user as a data subject** (e.g. the IP address of the data subject), these temporary cookies (automatically deleted from the end device by closing the browser window, or after the specified storage time has expired - session cookie) or permanent cookies (permanently stored even after the browsing of the DOGNET system web address is over- permanent cookie) **are considered personal data** pursuant to Article 4(1) of the GDPR. The controller thus processes such personal data *upon giving **consent to the processing of personal data** (Article 6(1)(a) of the GDPR) by the data subject in the first visit to the DOGNET system web address.*
5. Cookies created by the controller can be placed on the DOGNET system web address as **host domain or first-level cookies** and/or contents from other websites (e.g., images, ads, and text) can be inserted,

which can store **third-party cookies** (belonging to a domain other than that being just viewed by a data subject) and other data to adjust the Internet environment of the visitor to the DOGNET system web address.

6. The controller uses the following categories of cookies on the DOGNET system web address:
  - a) **Strictly necessary cookies**
    - i. **Technical cookies**, which cannot be refused, are essential for the proper functioning, ensure the basic functionalities and the security of the DOGNET system web address;
  - b) **Optional cookies**
    - i. **Functional** cookies serve to ensure the convenience of the visitor to the DOGNET system web address. These enable to remember, for example, completed forms so that data does not have to be re-entered;
    - ii. **Statistical / Analysis** cookies collect anonymous information about how visitors to the DOGNET website address use the websites. The Operator gets information on traffic, what areas and when they visited, how much time they spent on the website, and whether there occurred any problems, e.g., error messages, thereby helping to improve the information, promotional and registration sections of the DOGNET system web address;
    - iii. **Marketing** cookies help display targeted ads, based on the interests and behavioral habits of visitors to the DOGNET system web address, e.g. the Operator can display novelties, specific information, and the like.
7. **A specific list of the cookies** used in the information, presentation and registration sections of the DOGNET system web address (name, domain, duration, category, description) is set out in the cookie banner located on the DOGNET system web address.
8. *A data subject shall have **the right to withdraw his or her consent at any time**, without affecting the lawfulness of processing based on consent before its withdrawal, with the data subject enabling or disabling some or all cookies in the **cookie banner located on the DOGNET system web address**, or the data subject can also use the **settings of its web browser** (usually to be found in the Help, Tools or Settings menu) on his or her end device to accept, manage, or decline cookie files.*
9. *Where placed in cookies, **the data subject is not obliged to provide this personal data**, however as a result of not providing the same, the DOGNET system web address may not function correctly, the information set out therein may not be complete, and some of its functions may be limited.*
10. The data subject can **change its preferences for the use of optional cookies** on the web address of the DOGNET system at any time via the cookie icon - link located at the bottom of each sub-page of the information section of the DOGNET system web address.
11. *Where placed in cookies, the controller as the recipient of personal data will **process this data as long as the purpose of processing thereof lasts and over the period** for which consent has been granted, or until the time when the data subject revokes such consent, but no later than the expiry of the time specified with each individual cookie file. Each cookie file has a set time or length of functionality depending on the purpose for which a given file is used.*
12. The recipient of personal data placed in cookies is the *controller*, joint *controllers* and processors set out in the Information on the protection of personal data of the DOGNET system users, which is published in the information section of the DOGNET system web address.
13. The protection of privacy of data subjects may be affected by **the use of social media platforms**, if a data subject communicates with the Operator of the DOGNET system through the profiles established on social media. The personal data of the data subject is primarily processed by the providers of social media platforms (Facebook, Youtube, Instagram, etc.), with the Operator of the DOGNET system having no control and bearing no liability over such processing, further provision of personal data to third parties, and cross-border transfer to third countries.

14. The GDPR grants each data subject the following rights:
- a) the right to request from the controller access to personal data concerning the data subject
  - b) and the right to rectification of inaccurate personal data and to have incomplete personal data completed, or to erasure or restriction of processing, a notification of rectification, erasure or restriction of data also by another recipient
  - c) or the right to object to the processing,
  - d) as well as the right to data portability of the provided personal data, in a structured, machine-readable format, which are processed by automated means and at the same time processed based on a contract or consent,

as set out in **Art. 15 through Art. 22 of the GDPR and the Information on the protection of the DOGNET system users' personal data.**

15. A data subject can **exercise its rights according to the GDPR and this Information** in writing (by post) as well as by electronic means (e-mail) in respect and against each controller at the address set out below:
- a) **Lead Media, s.r.o.**, Karpatská 3091/6, 811 05 Bratislava - City District Old Town, Slovak Republic, e-mail: [gdpr@dognet.com](mailto:gdpr@dognet.com)
  - b) **Dognet Online Media, s.r.o.**, Paříkova 910/11a, Vysočany, 190 00 Praha 9, Czech Republic, e-mail: [gdpr@dognet.cz](mailto:gdpr@dognet.cz)

16. If a data subject considers that his or her rights have been infringed (relating to the processing of personal data of the DOGNET system users), it has the right to lodge a complaint with a supervisory authority, which is the **Personal Data Protection Office** in the territory of the Slovak Republic, address: Hraničná 12, 820 07 Bratislava 27, Slovak Republic, tel.: +421 /2/ 3231 3214, e-mail: [statny.dozor@pdp.gov.sk](mailto:statny.dozor@pdp.gov.sk), web: <https://dataprotection.gov.sk/uouu/sk>.

17. The authority exercising state supervision **in the field of electronic communications** and postal services (and thus concerning compliance with the rules for the use of cookies in the conditions of processing personal data of the DOGNET system users) in the territory of the Slovak Republic is the Regulatory Authority for Electronic Communications and Postal Services (Regulatory Authority - RÚ). Továrnská 7, P.O.BOX 40, 828 55 Bratislava 24, Slovak Republic, telephone contact: 02/57 881 209, e-mail: [e-podatelna@teleoff.gov.sk](mailto:e-podatelna@teleoff.gov.sk), web: <https://www.teleoff.gov.sk/kontakty/>.

18. The controller can update and amend this Information depending on change in the internal rules of the DOGNET system Operator and/or on change in the national and/or Union law.

19. This Information is part of the applicable rules for the protection and processing of personal data provided by natural persons, natural persons - entrepreneurs, and/or natural persons authorized to act on behalf of legal persons **with full legal capacity exclusively in connection with the use of the DOGNET system web address**. The basic terms set out in the General Business Terms and Conditions of the DOGNET system (Clause I of the GBTC) are used in the same meaning herein as well.

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**DOGNET system operator**