

Cookies Policy

Update: 05.02.2024

In this document, Aurrie s.r.o., with its registered office at Floriána Nováka 5267/3, 796 01 Prostějov, Czech republic, incorporated in the Companies Register kept by the Municipal Court in Brno under the File Number C 113691, Id No.: 08435456, TIN: CZ08435456, contact e-mail: web@yourgold.cz, websites: www.yourgold.cz

This policy explains how we use cookies and what your options are.

Cookies are small text files that are used to store information in web browsers on your computer, mobile or other device. Cookies are used to store and receive identifiers and other information about computers, phones and other devices.

Cookies are used to provide, protect and improve our company's products. For example, customising content, targeting and measuring ads, or providing a safer environment. The cookies we use include session cookies, deleted after you quit your browser. We also use persistent cookies that will remain in your browser until they expire or you delete them. Although the cookies we use may change from time to time due to product improvements and updates, we use them for the following purposes:

Your privacy

When you visit a website, information is collected or stored on your browser, mostly in the form of cookies. We respect your right to privacy, you may choose not to activate some cookies. After clicking on each section of the cookie preferences you will learn more while being able to change your settings. But don't forget that by blocking some cookies, you can affect how the site works and what services are offered to you.

What types of cookies do we use?

On our website, we use 4 types of cookies according to their purpose. Your consent is not required for the use of necessary cookies, but it is required for other cookies. You can give us your consent via the cookie bar. You can, of course, change your choice regarding cookies at any time.

Necessary cookies

Necessary cookies help make a website usable by enabling basic functions such as site navigation and access to secure sections of the website. The website cannot function properly without these cookies. Session information, Storing the cart content, Language and currency settings, Records of consent to the use of cookies. Because they are essential for the operation of our website, you do not have to agree with them, nor can you refuse them.

Preference cookies

Preference cookies allow a website to remember information that changes how a website behaves or looks. For example, your preferred language or the region where you are located. Smartsupp chat window with remote assistance and recording of visitor's behaviour on the website.

Analytical cookies

Analytical cookies are used to generate statistics, reports and optimise the website. This allows us to track the traffic to our website, where you came to us from and what you found most interesting about the e-shop. As a result, we can optimize our website while improving.

Marketing cookies

Marketing cookies are used for tracking visitors to the website. The intention is to display advertising content that is relevant and interesting to the individual user and therefore more valuable to publishers and third-party advertisers. Traffic statistics such as Google Analytics.

We need your consent to use preference cookies, you can set your choice

Information about the protection of your data

We process your data in order to deliver content or advertising, assess its applicability and obtain information about our website. We share them with partners on the basis of consent and legitimate interest. At any time, you have the opportunity to exercise your right to grant or withhold consent to a legitimate interest on the basis of a specific purpose. Please note, however, that in this case you may lose some useful functionalities of our website, such as viewing the most recently viewed products, even if you have previously given your consent via the cookie bar on our website.

You can find information on how to adjust your cookie settings in the relevant help section of your device or browser. We have prepared examples of settings for the most used browsers here:

- Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>
- Mozilla Firefox: https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer?redirectlocale=en-US&redirectslug=Cookies#w_cookie-settings
- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: <https://support.apple.com/cs-cz/HT201265>
- Opera: <https://www.opera.com/help/tutorials/security/cookies/>

How long do we process cookies?

The processing of the necessary cookies stops whenever you end your session, i.e. usually after closing your browser. Cookies that we use based on your consent are processed for as long as the consent for the cookie is valid or until your

consent is withdrawn.

Our partners

As we use third-party services on our website, our partners may have access to the cookies stored on your device in addition to us. However, we no longer have control over how these partners use cookies, so we recommend that you visit their websites to check how they use and manage cookies directly:

- Google Analytics, Google Ads, Google Tag Manager, Google Optimize, YouTube and reCAPTCHA operated by Google Inc,
- Facebook (Facebook Pixel), operated by Facebook, Inc.,
- Smartsupp, operated by Smartsupp.com, s.r.o.
- and others.

Where you can contact us

If you have any questions, you can contact us at any time at web@yourgold.cz Read more about the processing of personal data, your rights or communication with the Office for Personal Data Protection [Legal Statement](#).