visibility

VISIBILITY and COOKIES

When visiting our website, www.visibility.sk, we collect information relating to the website visitors, which may include personal data in certain cases. Our intention is that the visitors of our website have an overview of the personal data we use, what we do with them, to whom we disclose them, and also understand their rights through which they can control the processing of their personal data.

Pursuant to 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 "Regulation") and pursuant to Act No. 18/2018 Coll. on personal data protection and on the amendments to certain acts (hereinafter referred to as the "Act"), this document provides information on the conditions for processing of personal data of our website's visitors.

1 Responsibility for personal data processing

VISIBILITY s.r.o., with its registered office at Panská 14, 811 01 Bratislava, Company ID No. 44 927 991, Tax ID No. 2022883170, VAT No. SK2022883170, registered in the Business Register of Bratislava I District Court, Section: Sro, Insert No. 60074/B, processes personal data of the website's visitors to the extent and pursuant to the conditions specified herein, and as the controller, it is responsible for the protection and processing of such data. Unless otherwise laid down by legal regulations, we bear responsibility for personal data processing by the processors, who are authorised by us for this purpose.

2 Cookies

Clicking on the "OK" button or using our website without blocking cookies in your Internet browser is considered to be a consent with the use of cookies.

The legal basis of processing is your consent as the data subject pursuant to Art. 6 (1) (a) of the Regulation or our legitimate interest pursuant to Art. 6 (1) (f) of the Regulation, which is our effort to make the online content available to individual visitors more effectively.

Cookies are small text files, which our website creates and stores in your device (a laptop, smartphone, tablet, etc.) using the Internet browser. The Internet browser also enables these files of our website to be read afterwards. Cookies are used to secure important features of our website and enable us to collect information about your activities and behaviour at entering our website and during its use. Some cookies are used only during the loading of the website in the Internet browser, some can remain stored in your device for a longer period. The cookies that remain stored in your device enables us to attribute information about your activities during previous visits of the website.

3 Blocking and Removing Cookies

Using the settings of your Internet browser, storing cookies may be turned off or restricted to certain types of cookies only. The cookies stored in your device can also be erased at any time. Detailed information can be found in the user guide of the Internet browser you use. In case all cookies are turned off, certain functionalities of our website might not be fully available.

4 Adjusting websites' contents

We use cookies to tailor the content of the website to individual interests of a particular visitor. It means that the website displays tailored offers, targeted ads and other personalised information, depending on how the visitor uses the website.

For this purpose, we use the following information:

- information about the device, mainly the IP address, operating system and platform;
- information about the behaviour on the website, in particular the information about website visiting, including the URL address, searched terms, information about the searched content and visited subpages, website response time, information about download errors, length of viewing individual pages, interaction of the visitor (e.g. a mouse click, navigation of mouse cursor, scrolling of the website, manners of access to the website and leaving the website);
- derived data generated by an analysis and predictions based on the information about the behaviour on the website.

5 Attributing Information

Based on a separate consent, information collected about the visitor of our website may be subsequently attributed to a particular client and their other personal data, and used for the purpose specified in the consent. Identification of a website visitor as our client is carried out by entering the website through clicking on a hypertext link located in an e-mail sent to the client or in another suitable manner. The scope of paired data is determined by the temporal validity of cookies. It means that the information collected (about a non-identified subject) prior to granting the consent may also be attributed to the client.

6 Optimisation of Functionality, Statistics and Security

Along with the description in paragraph 4, we also use cookies for:

- optimisation of the website functioning, identification and troubleshooting of faults, testing of new functionalities;
- implementation of security measures, prevention of attacks on the website and misuse thereof;
- analysing the traffic, creation of statistics and measurement of effectiveness of online advertising.

For this purpose, we use the following information:

- information about the device, mainly the IP address, operating system and platform;
- information about the behaviour on the website, in particular the information about website visiting, including the URL address, searched terms, information about the searched content and visited subpages, website response time, information about download errors, length of viewing

individual pages, interaction of the visitor (e.g. a mouse click, navigation of mouse cursor, scrolling of the website, manners of access to the website and leaving the website);
- derived data generated by an analysis and predictions based on the information about the behaviour on the website.

8 Profiling and Derived Data

When adapting the content of our website, we analyse the information collected and categorise the visitors in certain categories, which, according to the defined criteria, enables us to evaluate the visitors' behaviour and predict the aspects related to personal preferences and interests. This way, we create profiles of persons and supplement the collected data with further derived data. We do not perform automated individual decision-making based on profiling.

10 Third Parties

Our website may contain references and links to websites of third parties. We bear no responsibility for compliance with data protection, nor for any potential violations that may arise after leaving our website and entering the websites of third parties.

Google Analytics
Our website uses the Google Analytics service. The Google Analytics service enables us to analyse the website use, to create various statistics and reports, using cookies. By properly setting up your Internet browser, you may disable storing cookies and thus prevent your data from being used in Google Analytics. However, blocking cookies may render some functionalities of the website unavailable.

You can also prevent the use of your data in Google Analytics by installing the Google Analytics opt-out browser add-on into your Internet browser. Read more about how Google utilises your data when using our website.

Google AdWords
We use the AdWords service, and/or other tools by Google, for administration of advertisements, including placement of targeted advertisements based on the behaviour of visitors on our website. These advertising products use cookies for their functioning. Read more about which types of cookies are used by Google and its partners.

The use of cookies for advertising purposes can be restricted by adjusting the relevant settings of your Internet browser; alternatively, you can use a tool for ad settings by Google.

Hotjar
The Hotjar service enables us to improve the functionality of our website, make it user-friendly and more valuable and to simplify its use for the visitors. Read more about the use of data by Hotjar.

You can turn off collecting information on the use of our website via Hotjar service by clicking on the "DISABLE HOTJAR" button, or by adjusting the relevant settings of your browser (by turning on the "Do Not Track" feature).

11 Further Information
Further information on personal data processing (in particular on data transfer, recipients, your rights as a data subject and possibilities of exercising such rights, including the contacts to the data protection officer) can be found on the website www.visibility in the general information for the clients.

Bratislava, 25 May 2018 (updated on 1 January 2022)