

## Website Cookie Policy

[www.digitalpark.sk](http://www.digitalpark.sk)

This Website Cookie Policy applies to the website [www.digitalpark.sk](http://www.digitalpark.sk), which is operated by **Penta Real Estate, s. r. o.**, with its registered office at Digital Park II, Einsteinova 25, Bratislava 851 01, Company ID: 51 284 502, registered in the Commercial Register of the Bratislava District Court I, section: Sro, File no. 124856/B (hereinafter referred to as "**cookies**").

We may revise or update this Policy from time to time without notice. Therefore, we recommend that you read its wording regularly.

### **What are cookies?**

Cookies are small text files that are stored by the browser on a visitor's computer or other devices, such as a mobile phone or tablet when visiting a website. Among other things, cookies allow the website to recognize the user's device and remember certain information about their sessions during connection. Cookies remember the type of browser used or the settings, which remain your default settings when the user visits the website repeatedly, improving their comfort.

### **What do we use cookies for?**

We use cookies primarily to improve our services and the user experience of browsing this website. For these purposes, it helps us, in particular, to collect aggregate statistics on the number of visitors, to automatically select the language of the website and to obtain data on how this website is used. Besides, we use cookies from third parties for the purpose of using marketing technologies aimed at optimizing our offer and the needs of individual visitors to our website. Behaviour when visiting the website is analyzed based on an algorithm so that we can then address targeted product recommendations in the form of advertising banners and advertising information on third-party websites.

### **What specific types of cookies do we use?**

We use the following cookies on our website:

- **Temporary cookies**

These cookies identify the movement on our website, and their function is to remember you while you are on it. The moment you leave our website or close your web browser, these cookies are automatically deleted. You can block these cookies in your web browser, but please note that in this case our website or any part of it may not work properly.

- **Permanent cookies**

These cookies take several forms on our website, including analytical, advertising, technical and third-party cookies. Unlike temporary cookies, permanent cookies remain stored on your hard drive (the maximum retention period is 2 years from the last visit), and their storage is not affected by closing the browser or shutting down the computer. These cookies are used to increase user comfort when using online services, or they are used for statistical or advertising purposes. These cookies may contain an anonymous identifier of your browser.

- **Analytical cookies**

These cookies help us to obtain data concerning, in particular, visits, the origin of visits and the performance of the website. Analytical cookies are intended to detect repeated visits to our website from the same browser on the same device and to monitor your activity while browsing our website. This information then helps us to identify technical problems that may occur on our website and also the

effectiveness of individual components of our website, based on which we improve navigation on it and thus your user experience.

- **Advertising cookies**

These cookies allow us to display targeted advertising on our website, which means that you will see a tailored advertisement. These cookies are anonymized, which means that they do not directly identify you, but we can recognize you as a visitor and adapt the advertisement for you. We store cookies of this type only with your consent. You can express your consent by clicking on the "I agree" button in our cookie notification box.

- **Technical cookies**

These cookies help us to keep track of whether you have given us consent to the use of advertising cookies. We, therefore, use this type of cookies in order to be able to ensure your chosen preferences when using our website.

- **Third-party cookies**

Third-party cookies are cookies that are not created or managed by our website but by an independent third party (e. g. business partner, service provider, etc.). We currently use the following third-party cookies on our website:

- **Facebook Pixel** – we use the Facebook Pixel platform which uses cookies in order to individualize advertising (see advertising cookies) and also to analyze your visit to our website (see analytical cookies). Through Remarketing-Pixel technology, Facebook can use visitors of our website as a target group for Facebook-Ads. For this purpose, cookies are stored on your computer. For more information about these cookies, you can visit the website of the platform operator <https://www.facebook.com/business/help/471978536642445?id=1205376682832142>. By giving your consent to the use of advertising cookies, you agree that the operator of the Facebook Pixel platform and other third parties may use cookies and web beacons that they collect and place on our website and combine subsequent information and personal data obtained through it with other information for providing individualized advertising of companies belonging to the economic group of the operator of the website. You can revoke this consent at any time in your web browser or at <http://www.aboutads.info/choices> or <http://www.youronlinechoices.eu>.
- **Google Analytics** – we use the Google Analytics platform which uses cookies to analyze your visit to our website (see analytical cookies). For more information about these cookies, you can visit the website of the platform operator <https://support.google.com/analytics/answer/6004245>
- **Google Ads** – we use the Google Ads platform which uses cookies in order to individualize advertising (see advertising cookies). Through this platform, Google can offer you personalized advertising. For this purpose, cookies are stored on your computer. By giving consent to the use of advertising cookies, you agree that we may store cookies on your device through our website in order to provide personalized advertising. You can revoke this consent at any time in your web browser or at <http://www.aboutads.info/choices> or <http://www.youronlinechoices.eu>.

### **How can I control or delete cookies?**

Most browsers accept cookies automatically. If you do not want to use cookies, you will need to actively delete or block them. If you refuse the use of cookies, you will still be able to visit our website, but some functions may not work properly. If you wish to do so, you can choose to refuse or block cookies by changing the settings of your internet browser. For more information, use the instructions provided by your internet browser.

This version of the Website Cookie Policy was released on 01.05.2020