

COOKIES POLICY

The owner and operator of the website www.pizzahut.cz is AmRest s.r.o., Walterovo náměstí 329/3, Jinonice, 158 00 Praha 5, registered with the Municipal Court in Prague, sec. C, file 84710, IČ/registration number: 26476215, DIČ/tax registration: CZ26476215.

Cookies are small text files that websites can use to improve the user experience. You can find more information about cookies [here](#).

Cookies help to browse websites faster and more efficiently and adapt the display of products and other content to the individual interests and specific needs of a user. Cookies are also used to compile anonymous aggregate statistics that allow us to understand how users use the Website to optimize its structure and content, as well as to provide certain features of the Site and to personalize ads.

The website collects information about the user's IP address (ie a number that uniquely identifies the user's network interface on the computer network), his domain name and the type of his browser and operating system. This data is used by the company to compile statistics analyzing site usage and ad personalization.

Cookies can be classified as first-party cookies (operated and accessible only to the website itself) and third-party cookies (operated by another entity). Cookies are divided into two types in terms of validity - "session" and "persistent". Session cookies are only temporary and remain stored on the user's device until they log out of the website or close the application (web browser). On the other hand, persistent cookies remain in the user's device either for the period defined in the parameters of the given cookie, or until the user deletes them before the expiration date.

We use the following cookies:

Necessary cookies

We use these cookies to ensure the basic functions of the website (eg secure login and use, remembering the order).

Performance cookies

These cookies help us learn, analyze and measure how well our websites and services perform.

| Name | Use | Expiration | Owner/provider |
|------|--|------------|----------------|
| _ga | Used to generate statistics about how a visitor uses the site. | 2 year | Pizza Hut |
| _gid | Used to generate statistics about how a visitor uses the site. | 1 day | Pizza Hut |
| _gat | Used by Google Analytics to throttle request rate | 1 day | Pizza Hut |

Advertising and marketing cookies

We may use these cookies to help us deliver marketing content that is interesting for you.

| Name | Use | Expiration | Owner/provider |
|------|-----|------------|----------------|
|------|-----|------------|----------------|

| | | | |
|--------------------|---|----------|------------------|
| retargeting | RMK audience collection for Seznam | Session | imedia.cz |
| sid | Personalization of ads | 1 month | imedia.cz |
| _gac_<property-id> | Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out. | 90 days | PizzaHut.cz |
| gcl_a | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | 3 months | PizzaHut.cz |
| test_cookie | Used to check if the user's browser supports cookies. | 1 day | doubleclick.net |
| IDE | Used by Google DoubleClick to register and report the website user's actions after viewing or clicking on one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user | 1 year | doubleclick.net |
| uid | Remarketing | 2 months | adform.net |
| cid | Conversion tracking | 2 months | track.adform.net |
| AA003 | Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement | 3 months | atdmt.com |
| ATN | Targets ads based on behavioural profiling and geographical location. | 2 years | atdmt.com |
| fr | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers | 3 months | facebook.com |
| tr | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers | Session | facebook.com |

How You Can Disable Cookies or Opt Out of Interest-based Targeting

If you do not wish to allow the use of cookies, you can disable them through your browser settings. In some browsers you can set up rules to manage cookies on a site-by-site basis, giving you more fine-grained control over your privacy. We do note, however, that not all browsers across all platforms may support this functionality.

Browser manufacturers provide help pages relating to cookie management in their products.

Please see below the relevant links to the main browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

You can opt out of interest-based targeting provided by participating ad servers through:

- <http://optout.aboutads.info/> <http://optout.aboutads.info/> by Digital Advertising Alliance
- <http://www.youronlinechoices.com/> <http://www.youronlinechoices.com/> by European Interactive Digital Advertising Alliance

In addition, on your iPhone, iPad or Android, you can change your device settings to control whether you see online interest-based ads in the following manner:

- iOS devices: go to Settings > Privacy > Advertising > enable Limit Ad Tracking. Please note that if you use more than one device, you need to opt-out separately in each device.
- Android devices: Please follow the instructions set forth at: <https://support.google.com/ads/answer/2662922?hl=en> . Please note that if you use more than one device, you need to opt-out separately in each device.

Please note that if you disable cookies, websites may not function properly or at all or your access to our websites and their features may be affected or restricted.

Further information on the processing of personal data within the Pizza Hut services, including a list of your rights and contacts for sending requests and questions, can be found at https://pizzahut.cz/terms_of_use?language=en.

Prague, 19.11.2020