

# Cookie Policy

Effective Date: 1.05.2025

This Cookie Policy explains how WayForPay.cz ("we", "us", or "our") uses cookies and similar technologies on our Website. By continuing to browse or use our Website, you agree to the use of cookies as described in this policy.

## 1. What are cookies?

Cookies are small text files stored on your device (computer, smartphone, tablet) when you visit a website. They help improve functionality, analyze performance, and personalize content.

## 2. Types of cookies we use

- Essential Cookies: Required for basic website functionality and security.
- Performance Cookies: Help us understand how visitors use the site (e.g., Google Analytics).
- Functionality Cookies: Remember your preferences and enhance user experience.
- Marketing Cookies: Enable personalized advertising and user tracking.
- Third-Party Cookies: Set by external services (e.g., payment gateways, ad platforms).

## 3. How we use cookies

We use cookies to:

- Operate and secure our website
- Enable payment functionality
- Track website usage and performance
- Personalize user experience
- Provide relevant marketing

## 4. Managing cookie preferences

You can manage your cookie settings via your browser:

- Chrome: <https://support.google.com/chrome/answer/95647>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Safari: <https://support.apple.com/en-us/HT201265>
- Edge: <https://support.microsoft.com/en-us/help/4468242>

Disabling certain cookies may limit site functionality.

## 5. Third-party cookies and services

We may use third-party services that place cookies, including:

- Google Analytics
- Facebook Pixel
- Payment systems like WayForPay

These providers may collect data about your interactions with our site and other websites.

## 6. Updates to this policy

We may update this Cookie Policy at any time. Changes will be posted on this page with the new effective date.

## 7. Contact us

If you have any questions about this Cookie Policy or data processing, contact us at:

Email: [support@wayforpay.cz](mailto:support@wayforpay.cz)

Address: Holešovice 777/39, 15000 Praha, Czech Republic