

## **Lessons on using Facebook pixels and advanced matching**

We use the Facebook pixel advertising tool from the company Facebook Ireland, Ltd., based at 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland, on our website for the following purposes:

- a) Measurement and analysis of activities on our website
- b) Targeting ads on the social network Facebook and their measurement
- c) Advanced matching

Facebook pixel allows us to measure and better understand the actions that visitors perform on our site. With this information, we can better set targeting our ads to show only the relevant ones, and then measure and analyze them. In addition, thanks to this tool, we can set up so-called advanced matching. This works so that we can pass some data about visitors to our website to Facebook to further improve the relevance of our ads. Before this data is sent, this data is encrypted (hashed) to protect it as much as possible. However, the Facebook company may pair them with users of this social network for the purpose of targeting our advertising. The data we pass on to the Facebook company in this way is the data you enter in the forms on our website (eg order or contact form, etc.)

When transferring personal data, the Facebook company becomes another administrator, in other cases it's about our processor. All information on the processing of personal data by Facebook can be found here: <https://www.facebook.com/privacy/explanation> or through your own user accounts.

Facebook pixel processes data from our website using marketing cookies. You can adjust the cookie settings on our website via the cookie bar, or via your browser. Information on how Facebook works with cookies can be found at this address: <https://www.facebook.com/policies/cookies/>. In addition, you can edit individual cookie cookies, for example, here: <https://www.youonlinechoices.com/cz/>.