



PROCESSING OF PERSONAL DATA

Privacy & Cookies

1 Introduction

This policy on the handling of personal data collected by SO.HOUSE DEVELOPMENT s.r.o, SO.HOUSE STUDENTSKÁ s.r.o. and SO.HOUSE REALITY & FINANCE s.r.o. (hereinafter referred to as "SO.HOUSE") on the websites www.sohouse.cz, www.sohousereality.cz, www.sohousereality.eu (hereinafter referred to as "websites") and the profiles of these companies on the social networks Facebook, Instagram, LinkedIn and others (hereinafter referred to as "social networks") define SO.HOUSE's commitment to protecting your privacy.

This policy explains how we will treat the personal information you provide to us, why we collect it, and what we learn about you from your visit to our websites or social media profiles.

By using this website or social media profiles of SO.HOUSE, you signify your agreement to this policy. If you do not agree to this policy, you must stop using this website or social networking site immediately.

2 Changes of the policy

SO.HOUSE reserves the right, at its sole discretion, to change, modify, add or remove portions of this Policy at any time. Your continued use of this website or social networking sites following the posting of changes to this policy means that you accept those changes.

3 Third Party Websites

We may include links to third party websites in some places on this website. This policy applies only to SO.HOUSE's domain websites and subpages and SO.HOUSE's social networking profiles, not to other websites that may link to our website. This policy does not describe the information collection practices of other websites, including those linked to or from this website. These links are provided for your convenience, however, please be aware that we do not control these third parties, or their websites and these third parties will have different policies that apply to the information you may provide when you are on these third-party websites. You should carefully read the privacy policies of all websites before providing personal information.

4 Access to your information

You have the right to inspect the information we hold about you and to have errors corrected. If at any time you wish to update or correct the personal information you have provided or no longer wish us to collect, use or disclose any personal information for the purposes described below, please feel free to contact us using the details provided at the end of this policy.

5 Transferring Personal Information to another jurisdiction

Please note that we will also disclose your personal information in accordance with applicable privacy laws if we believe we are required to do so under any law, regulation, court order, or legal or governmental request. In the unlikely event that all or part of our company is acquired by a third party, your information will be transferred to the new owner of the company. Without any obligation to do so, we also reserve the right to collect and share any information we deem necessary to investigate or take action regarding suspected fraud, illegal activity, possible harm to persons or property, to protect ourselves or one or more of our users or their heirs, or as otherwise required or permitted by law.

Finally, please keep in mind that some areas of our website and social networking sites may be interactive in nature and may allow you to post information that can be seen by other users. If you do not wish to have information displayed publicly, please do not use these areas of the website or social networking sites.



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6 Information to be collected and the purposes for which it is collected

We collect personal information about our users in two ways:

- through registration and information, we require you to enter on certain pages of the site, and/or social networking sites, and/or
- through cookies (see below for more information on cookies).

We may ask for your name, last name, street address, city, zip code, mobile phone number, email address, comments, suggestions or other information regarding our website, social media, our products or services, or the Company. In addition, other specific types of information may be requested in connection with contests, sweepstakes, other promotional offers or other marketing activities. The purpose of collecting this personal information is to:

- To use it within SO.HOUSE as we continue to strive to offer the best in real estate development, real estate and financial services (this use applies only to your comments or suggestions).
- send you updates or other marketing information about our products, services and our companies that we think may be of interest to you via email.

If there are purposes other than those set out above, SO.HOUSE will identify the purposes for which it wishes to collect your personal information at or before the time the information is collected or before using your personal information for a purpose not previously identified.

SO.HOUSE and its agents will retain your personal information only for as long as necessary to fulfill the purposes described above or as required by law.

You will be able to unsubscribe from receiving marketing information from us at any time by simply sending a "stop" text message or "unsubscribe" email to any text marketing message or by using the "unsubscribe" link in the email marketing we send you. Alternatively, you can send us a request using the contact details at the end of this policy.

Please note that if you choose not to receive promotional messages from us, we will continue to send you information that relates to any account you may have with us or any business relationship you may have with us, such as a request you have made for or about our goods and services (for example, transactional messages about sweepstakes you may have participated in).

7 Security

We make sure that any information we hold about you is stored securely on our servers, and we always follow strict security procedures when storing, using and sharing the information you provide to us to prevent unauthorized access. We also encourage you to take appropriate measures to protect yourself, including, for example, keeping all usernames and passwords confidential.

8 Disclosure to third parties

We want to be very clear: we do not obtain personal information about you other than that which you have chosen to provide, and we do not sell, rent, trade, or otherwise disclose the personal information you provide to anyone outside of SO.HOUSE (or any successors to our business) and their advertising and promotional agencies and consultants, except to the extent that you give us express consent to share that information with specific third parties.

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9 Cookies

Cookies are small text files that are placed on your computer by the websites you visit. They are widely used to make websites work or function more efficiently and also to provide information to website owners.

9.1 List of cookies

A cookie is a small data file (text file) that a website - when a user visits it - asks your browser to store on your device to remember information about you, such as your language preferences or login details. These cookies are set by us and are called first party cookies. We also use third party cookies - which are cookies from a different domain to the website you are visiting - for our advertising and marketing activities. More specifically, we use cookies and other tracking technologies for the following purposes:

9.1.1 Strictly necessary cookies

These cookies are essential for the functioning of the website and cannot be disabled on our systems. They are usually only set in response to your actions that amount to a request for services, such as setting privacy preferences, logging in or filling out forms.

You can set your browser to block these cookies or alert you to them, but then some parts of the site will not work. These cookies do not store any personal information.

Cookie	Domain	Path	Cookie Type	Expiration	Description
_ym_d	.rtsp.me	/	Third-party	1 year	Saving the first visit to the site.
_ym_uid	.rtsp.me	/	Third-party	1 year	Used to identify the user on the website.

9.1.2 Performance cookies

These cookies allow us to count visits and traffic sources so that we can measure and improve the performance of our site. They help us to identify which pages are most and least popular and to see how visitors move around the site.

All the information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site and will not be able to track its performance.

Cookie	Domain	Path	Cookie Type	Expiration	Description
_ga_9S5RYRNT32	.sohouse.cz	/	First-party	2 years	This cookie is used by Google Analytics to store the session status.
yandexuid	.yandex.ru	/	Third-party	1 year	It records data about visitor behavior on the website. It is used for internal analysis and optimization of the website.
_ym_isad	.rtsp.me	/	Third-party	20 hours	This cookie determines whether the user has ad blockers.
_ga	.sohouse.cz	/	First-party	2 years	This cookie name is associated with Google Universal Analytics - a major update to Google's more commonly used

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					analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in every page request on the site and is used to calculate visitor, session and campaign data for site analytics reports.
_gid	.sohouse.cz	/	First-party	1 den	This cookie is set by Google Analytics. It stores and updates a unique value for each page visited and is used to count and track page views.
ymex	.yandex.ru	/	Third-party	1 year	It stores auxiliary information for the performance of Yandex.Metrica: ID creation time and their alternative values.
_gat_UA-228100011-1	.sohouse.cz	/	First-party	1 minute	This is a pattern cookie set by Google Analytics, where the pattern element in the name contains the unique ID of the account or website to which it relates. This is a variant of the _gat cookie, which is used to limit the amount of data recorded by Google on websites with high traffic volumes.

9.1.3 Targeting cookies

These cookies may be set by our advertising partners through our website. These companies may use them to profile your interests and show you relevant advertisements on other sites. They do not directly store personal data but are based on a unique identification of your browser and internet device. If you do not allow these cookies, you will be shown less targeted advertising.

Cookie	Domain	Path	Cookie Type	Expiration	Description
_gcl_au	.sohouse.cz	/	First-party	3 months	Uses Google AdSense to experiment with the effectiveness of advertising on websites using their services.
_fbp	.sohouse.cz	/	First-party	3 months	It uses Meta to deliver a range of advertising products such as real-time bidding from third-party advertisers.

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Cookie	Domain	Path	Cookie Type	Expiration	Description
yuidss	.yandex.ru	/	Third-party	1 year	Collects information about visitor behavior across multiple websites. This information is used by websites to optimize ad relevance.
sid	.seznam.cz	/	Third-party	1 month	This is a very common name for a cookie, but when it occurs as a session cookie, it is likely used as a session state management cookie.

9.1.4 Functional cookies

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our site. If you do not enable these cookies, some or all of these services may not function properly.

Cookie	Domain	Path	Cookie Type	Expiration	Description
yabs-sid	mc.yandex.ru	/	Third-party	Relace	It is used to identify the user on the site.

9.1.5 Unclassified cookies

Cookie	Domain	Path	Cookie Type	Expiration	Description
i	.yandex.ru	/	Third-party	10 years	

10 Questions

If at any time you have any requests or questions about this Policy or would like to update your information, please contact us at: info@sohouse.cz.

11 Registered address

Name	File mark	Headquarters	ID
SO.HOUSE DEVELOPMENT s.r.o.	C 84965 vedená u Krajského soudu v Ostravě	U Stadiónu 3343/5, Moravská Ostrava, 702 00 Ostrava	09970282
SO.HOUSE STUDENTSKÁ s.r.o.	C 38526 vedená u Krajského soudu v Ostravě	U Stadiónu 3343/5, Moravská Ostrava, 702 00 Ostrava	28524187
SO.HOUSE REALITY & FINANCE s.r.o.	C 87614 vedená u Krajského soudu v Ostravě	U Stadiónu 3343/5, Moravská Ostrava, 702 00 Ostrava	13995073