

Cookies Policy

Cookies Policy (EN)

Verze: 1.0 **Platnost od:** 23.09.2025 **Platnost do:** do vydání nového znění / until superseded

Provider

ATOM RTC s.r.o., Senovážné náměstí 978/23, 110 00 Prague 1, Czech Republic, Company ID: 05482135, registered with the Municipal Court in Prague, Section C, Insert 264416

Service / Brand: LiveSupp · Website: <https://livesupp.com>

1. What cookies are

Cookies are small files stored in your browser that help us operate the website and webchat, measure traffic, and personalize content within legal limits.

2. Legal basis

For necessary cookies, the legal basis is our legitimate interest. For analytics and marketing cookies, we rely on your consent, which you can withdraw at any time.

3. Managing consent

Manage consent via the on-site banner and your browser settings. Disabling some cookies may limit website/webchat functionality.

4. Specific cookies and retention

The list reflects common SaaS deployments; please align it with the tools actually used on your website:

Necessary

- ls_session (LiveSupp webchat) – retention: Session; purpose: Operate the webchat, session security
- ls_consent – retention: 12 months; purpose: Store your cookie choices
- _GRECAPTCHA – retention: 6 months; purpose: Protect forms against abuse

Analytics (Google Analytics 4)

- _ga – retention: 24 months; purpose: Audience measurement, aggregated statistics

- `_ga_*` – retention: 24 months; purpose: Audience measurement, aggregated statistics
- `_gid` – retention: 24 hours; purpose: User distinction within a day
- `_gat` – retention: 1 minute; purpose: Request throttling

Marketing

- `_fbp` (Meta Pixel) – retention: 3 months; purpose: Conversion tracking/retargeting
- `_gcl_au` (Google Ads) – retention: 3 months; purpose: Attribution and conversions

UX tools (optional)

- `_hjSessionUser_*` (Hotjar) – retention: 12 months; purpose: Behavior analytics (anonymized)
- `_hjSession_*` (Hotjar) – retention: 30 minutes; purpose: Session state for analytics

Note: The list and retention must be updated to reflect the tools actually deployed.