



# Areas of interest

We suggest the areas of interest on the basis of your activity on Seznam services and our partners' services.

















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## How does personalization work?






















We use your everyday activity on Seznam services to make estimations of your interests, based on which we can recommend more relevant content and also ads. We analyse the data every day and store the estimations for no more than 90 days if they aren't restored by the usual activity on our services. All...

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## Areas of interest

 Adventure/Outdoor	
 Air tickets	
 Air tickets and tourism	
 Alcoholic and non-alcoholic beverages	
 Books and literature	
 Business environment and financing	
 Clothing and accessories	
 Computer games	

 Computing technology	
 Current events	
 Economic and financial news	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Families with children	
 Financial and legal services	
 Football	
 Gambling	
 Gaming	
 Ice Hockey	
 Individual sports	
 Laptops/tablets	
 Luxury fashion accessories	
 Mobile phones	
 Mountain hiking	

 Music	
 News	
 On-line betting	
 Passenger motor vehicles	
 Perfumes	
 Premium alcohol	
 Sightseeing tours	
 Start-ups	
 Summer sports	
 Tourism, holiday	
 Traveling in Europe	