



# 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	
	Animal feed and supplies	
	Betting offices	
	Books and literature	
	Business environment and financing	

 Clothing and accessories	
 Computer games	
 Computing technology	
 Construction, reconstruction	
 Current events	
 Dating websites	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Films	
 Financial and legal services	
 Gambling	
 Gaming	
 Hardware	
 Health	
 Ice Hockey	
 Individual sports	

 Infant nutrition and breastfeeding	
 Infants and toddlers	
 Laptops/tablets	
 Mobile phones	
 Music	
 News	
 On-line betting	
 Passenger motor vehicles	
 Start-ups	
 Tourism, holiday	
 Traveling in Europe	