



# 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	
	Body care, health, beauty	
	Books and literature	
	Business environment and financing	
	Clothing and accessories	

 Computer games	
 Computing technology	
 Current events	
 Dating websites	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Extreme sports	
 Families with children	
 Films	
 Football	
 Gambling	
 Gaming	
 Ice Hockey	
 Individual sports	
 IT service providers	
 Luxury fashion accessories	

 Mountain hiking	
 Music	
 News	
 Perfumes	
 Premium alcohol	
 Shooting and weapons	
 Sightseeing tours	
 Start-ups	
 Tourism, holiday	
 Traveling in Europe	
 Wine	