



# 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

 Air tickets	
 Air tickets and tourism	
 Alcoholic and non-alcoholic beverages	
 Body care, health, beauty	
 Books and literature	
 Business environment and financing	
 Classical music, opera, and ballet	
 Clothing and accessories	

 Computer games	
 Computing technology	
 Construction, reconstruction	
 Current events	
 Dating websites	
 Education	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Families with children	
 Films	
 Financial and legal services	
 Football	
 Gambling	
 Gaming	
 Ice Hockey	
 Individual sports	

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