



## 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	
 Cameras and photo equipment	
 Classical literature	
 Computing technology	

 Construction, reconstruction	
 Crafts and services	
 Current events	
 Dating websites	
 Families with children	
 Films	
 Football	
 Gambling	
 Golf	
 Household/kitchen equipment	
 Ice Hockey	
 Individual sports	
 Infants and toddlers	
 Job market	
 Maternity	
 Mountain hiking	

 Mountains - abroad	
 Music	
 Musicals	
 News	
 On-line betting	
 Passenger motor vehicles	
 Photography products and services	
 Pregnancy	
 Real estate for business	
 Shooting and weapons	
 Tourism, holiday	