



## 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	
 Betting offices	
 Books and literature	
 Business environment and financing	
 Clothing and accessories	

 Computer games	
 Computing technology	
 Current events	
 Education	
 Electronic books	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Financial and legal services	
 Floorball	
 Football	
 Gambling	
 Gaming	
 Hardware	
 Health	
 Ice Hockey	
 Individual sports	

 Infants and toddlers	
 Luxury fashion accessories	
 Mountain hiking	
 Music	
 News	
 On-line betting	
 Passenger motor vehicles	
 Perfumes	
 Start-ups	
 Tourism, holiday	
 Traveling in Europe	