



# 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...

[Unfold >](#)

## Areas of interest

	Adventure/Outdoor	
	Air tickets	
	Air tickets and tourism	
	Betting offices	
	Books and literature	
	Business environment and financing	
	Clothing and accessories	
	Computer games	

 Computing technology	
 Construction, reconstruction	
 Current events	
 Custom clothing and luxury fashion	
 Education	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Financial and legal services	
 Football	
 Gambling	
 Gaming	
 Hardware	
 Household/kitchen equipment	
 Ice Hockey	
 Individual sports	
 IT service providers	

 <b>Luxury fashion accessories</b>	
 <b>Mobile phones</b>	
 <b>Mountain hiking</b>	
 <b>Music</b>	
 <b>News</b>	
 <b>On-line betting</b>	
 <b>Passenger motor vehicles</b>	
 <b>Perfumes</b>	
 <b>Start-ups</b>	
 <b>Tourism, holiday</b>	
 <b>Traveling in Europe</b>	