



# 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	
 Business environment and financing	
 Clothing and accessories	

 Computing technology	
 Cooking and recipes	
 Current events	
 Custom clothing and luxury fashion	
 Dating websites	
 Europe and the Mediterranean Sea	
 Films	
 Fitness	
 Fitness and dance activities	
 Gambling	
 Gastronomy	
 Hairdressing	
 Hardware	
 Ice Hockey	
 Infants and toddlers	
 Laptops/tablets	

 Lingerie/swimwear	
 Mountain hiking	
 Music	
 News	
 Premium alcohol	
 Start-ups	
 Summer sports	
 Tourism, holiday	
 Traveling in Europe	
 Utility vehicles	
 Wine	