



## 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	
 Books and literature	
 Business environment and financing	
 Clothing and accessories	
 Computer games	
 Computing technology	

 Construction, reconstruction	
 Current events	
 Education	
 Europe and the Mediterranean Sea	
 Exotic destinations	
 Families with children	
 Films	
 Football	
 Gambling	
 Gaming	
 Ice Hockey	
 Individual sports	
 Laptops/tablets	
 Luxury fashion accessories	
 Mountain hiking	
 Music	

 News	
 Perfumes	
 Photography products and services	
 Premium alcohol	
 Shooting and weapons	
 Sightseeing tours	
 Start-ups	
 Summer sports	
 Textbooks for children	
 Tourism, holiday	
 Traveling in Europe	