

Cookie Policy

(1) Introduction

This Cookie Policy explains how BOOM Events s.r.o., with its registered office at K Červenému vrchu 678/1, Vokovice, 160 00 Prague 6, Czech Republic, Company ID No.: 18011837 (“BOOM Events”, “we”), uses cookies and similar technologies (such as pixels, tags and local storage) on the website boomevents.org and related subdomains, including auth.boomevents.org (sign-in and registration) and connect.boomevents.org (public ticket sales), together referred to as the “Website”.

This policy should be read together with our published privacy policy and terms and conditions. Where required by the Privacy and Electronic Communications Directive (the ePrivacy Directive, as implemented in the Czech Electronic Communications Act) and the GDPR, we will obtain your consent before placing any cookies that are not strictly necessary, by means of the cookie banner displayed on your first visit.

(2) What are cookies?

Cookies are small text files stored on your device when you visit the Website. They allow the Website to recognise your device and to store certain information about your preferences or previous actions. Similar technologies covered by this policy include tracking pixels (e.g. the Meta Pixel), tags managed through Google Tag Manager and comparable local storage mechanisms.

Cookies may be “session” cookies, which are deleted when you close your browser, or “persistent” cookies, which remain on your device for a set period or until you delete them. They may also be “first-party” cookies, set directly by the boomevents.org domain, or “third-party” cookies, set by a domain other than the one you are visiting, for example Google or Meta.

(3) Categories of cookies we use

Category	Description	Consent required?
Strictly necessary	Necessary for the operation of the website and ticket sales (sign-in, security, basket, remembering your cookie choice). These cannot be switched off.	No
Functional / preference	Remember choices such as language and support optional features (e.g. embedded widgets, tag management).	No / Yes, depending on the specific cookie
Analytics / performance	Help us understand how visitors use the website (Google Analytics, our own internal event tracking) so that we can improve it.	Yes
Advertising / marketing	Used by Google Ads and the Meta (Facebook/Instagram) Pixel to measure advertising performance and to display relevant ads.	Yes

(4) Cookies and tracking technologies used on the Website

The table lists the cookies and tracking technologies used on the Website as at the date this document was updated. Please note that the tools and integrations used may change.

Cookie / service	Provider	Category	Purpose	Duration	Domain
cookie_consent_level	TermsFeed	Strictly necessary	Stores the visitor's cookie consent choice so that the banner is not displayed repeatedly.	13 months	All boomevents.org subdomains
Session / authentication cookies	BOOM Events (auth.boomevents.org)	Strictly necessary	Keeps the user signed in, protects forms against CSRF attacks and (when signing in via Google) supports the OAuth process.	Session – 30 days	All boomevents.org subdomains
Language / localisation preference	BOOM Events	Strictly necessary / functional	Remembers the selected website language (EN, CS, SK, CA, ES).	Up to 1 year	All boomevents.org subdomains
_ga, _ga_*	Google Analytics 4	Analytics	Distinguishes visitors and sessions in order to compile aggregate traffic statistics for the main website and the sign-in pages.	13 months – 2 years	All boomevents.org subdomains
_ga, _ga_*	Google Analytics 4	Analytics	A separate analytics property measuring activity on the public ticket sales pages.	13 months – 2 years	All boomevents.org subdomains
GTM container cookies	Google Tag Manager (tag management)	Functional	Loads and manages the Google Analytics and Google Ads tags listed in this table; it does not track users on its own.	Session	All boomevents.org subdomains
_gcl_au and related conversion cookies	Google Ads / DoubleClick (ad.doubleclick.net)	Advertising / marketing	Links an ad click with actions on the website in order to measure the performance of Google Ads campaigns.	Up to 90 days	All boomevents.org subdomains
_fbp / Meta Pixel	Meta Platforms, Inc.	Advertising / marketing	Records page views and behaviour on the website in order to build remarketing audiences and measure advertising performance on Facebook/Instagram; may use so-called “Advanced Matching” (hashed contact details).	90 days	All boomevents.org subdomains
_ttp / TikTok Pixel	TikTok Technology Limited	Advertising / marketing	Assigns a unique identifier to the visitor and records their behaviour on the website (page views, conversions) in order to measure the performance of advertising campaigns on TikTok and to build remarketing audiences; may use matching against hashed contact details (similar to Meta's Advanced Matching).	13 months	All boomevents.org subdomains
Own analytics / event cookie	BOOM Events (own, internally operated event tracking service)	Analytics	Internal event tracking used to understand how the product is used on the website and in ticket sales.	13 months – 2 years	All boomevents.org subdomains
Google Fonts requests	Google LLC	Functional	Loads the website font (Poppins). This involves a connection to Google servers but does not set a tracking cookie.	n/a	fonts.googleapis.com, fonts.gstatic.com

(5) Third parties to whom cookie data is disclosed

Where analytics or advertising cookies are used, certain information is shared with the following third parties, which act as separate controllers or as processors in connection with their own analytics/advertising purposes:

- Google LLC (Google Analytics, Google Tag Manager, Google Ads / DoubleClick, Google Fonts) — see the Google Privacy Policy at <https://policies.google.com/privacy>.
- Meta Platforms, Inc. (Meta/Facebook Pixel, used for advertising on Facebook and Instagram) — see the Meta Privacy Policy at <https://www.facebook.com/privacy/policy/>.
- TermsFeed (a cookie consent management tool) — used solely to record and manage your cookie preferences.

Some of these providers are established outside the European Economic Area (in particular in the United States). The primary mechanism we rely on in such cases is the provider's certification under the EU-U.S. Data Privacy Framework (DPF), on the basis of which the European Commission adopted an adequacy decision on 10 July 2023. Both Google LLC and Meta Platforms, Inc. are certified under the DPF as at the date of issue of this policy. Should a particular provider not be certified, or should the adequacy decision cease to apply, we additionally rely on the European Commission's standard contractual clauses together with a Transfer Impact Assessment and any additional safeguards.

Please note that the DPF adequacy decision is currently under judicial review before the Court of Justice of the EU (case C-703/25 P), and we therefore monitor its validity regularly and will update this point if necessary.

(6) How to manage or withdraw consent

You may give or refuse consent to cookies that are not strictly necessary using the cookie banner displayed on your first visit to the Website. You may change your choice at any time via the “Cookie settings” link in the Website footer.

You may also control or delete cookies through your browser settings. Most browsers allow you to refuse all cookies, accept only first-party cookies, or delete cookies already stored. Please note that blocking strictly necessary cookies may prevent parts of the Website (for example sign-in or checkout) from working. Instructions for common browsers:

- Chrome: Settings → Privacy and security → Third-party cookies and other site data
- Safari: Settings → Privacy → Manage Website Data
- Firefox: Settings → Privacy & Security → Cookies and Site Data
- Edge: Settings → Cookies and site permissions

You may also opt out of personalised advertising through Google Ads Settings (adssettings.google.com), the Meta Ad Preferences page (facebook.com/adpreferences) or industry opt-out tools such as youronlinechoices.eu.

(7) Data retention period

Cookie data is retained only for as long as is necessary for the purpose for which it was collected, as set out in the “Duration” column in section 4. Aggregate analytics data may be retained for longer in anonymised form for statistical purposes.

(8) Changes to this policy

We may update this Cookie Policy from time to time, for example when a tool using cookies is added or removed. Where required by law, we will ask for your renewed consent.

(9) Contact us

If you have any questions about this Cookie Policy or wish to exercise your data protection rights, please contact us:

- E-mail: support@boomevents.org

You also have the right to lodge a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, www.uoou.cz, or with your locally competent supervisory authority.

Last updated: 1 September 2026.

This document is a translation of the Czech original. In the event of any discrepancy, the Czech version prevails.