

[BUY ONLINE](#)

TERMS AND CONDITIONS

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TERMS OF USE OF THE WEBSITE

These terms of use (the “**Terms**”) lay down the terms and conditions of using the website <https://becherovka.com> (the “**Website**”).

The Website is administered by Jan **Becher – Karlovarská Becherovka, a.s.** with its registered office at T. G. Masaryka 282/57, 360 01 Karlovy Vary, Identification Number: 49790765, listed in the company register kept by the Regional Court in Plzeň under file B 401 (“**Pernod Ricard**”, “**we**” or “**our**”).

In any matters related to the Website operation, please contact us at: recepce@pernod-ricard.com

Pernod Ricard is a service provider within the meaning of the Act No. 480/2004 Coll., as amended.

Please read these Terms carefully. If you do not agree to any provision of the Terms, please leave, and do not use the Website.

1. General provisions

Stránky a aplikace využívají cookies.

Cookies jsou soubory které se ukládají ve vašem zařízení při načtení webové stránky díky nim můžeme snadněji identifikovat způsob jakým pracujete s webovými stránkami vstřícněji s vámi komunikovat odhalit podvodné chování nebo cílit marketingové aktivity. Typy cookies a podrobnější informace naleznete popsané [zde](#) a můžete si zde zvolit svou preferovanou variantu. Souhlas můžete kdykoliv změnit nebo zrušit.

[POVOLIT VŠECHNY COOKIES](#)[MOŽNOSTI](#)

1731 et seq. Act No. 89/2012 Coll., Civil Code, as amended, and does not provide the basis for making any

claims for execution of the sale agreement.

The Terms are available on the Website free of charge for the entire duration of the Website.

In any matters unaddressed in the Terms, Czech law will apply. This Website is addressed to users residing in the Czech Republic.

2. Intellectual property rights

The Website (as a collective work or compilation), domain name, trademarks and such components as architecture, presentation, graphic standard and all elements contained on the Website as well as all material (texts, graphs, charts, graphics, logos, labels, drawings, drafts, images etc.) published on the Website are protected by intellectual property rights, including copyrights under the Act. No. 121/2000 Coll., Copyright Act, as amended, international copyright conventions and other copyright laws (the “**Copyrighted Material**”). Pernod Ricard is the owner or authorized user of the Copyrighted Material.

You may access the Website for your own, non-commercial purposes only.

By using the Website, you in particular agree not to:

- reproduce in any manner, copy, modify, create derivative works, combine, present, distribute, demonstrate, display, disseminate, publicly present, transfer, broadcast, publish, sell, attribute, sublicense, convey, make available to third parties, place on the market the Copyrighted Material in full or in part,
- modify, change the Copyrighted Material in full or in part, including in order to obtain unauthorized access to the Website and use the Website using any means other than interface connected with the user space, transferred for such purpose via the Website.

If you think that the Website makes available any material infringing upon intellectual property rights, please notify us about that immediately.

3. Hazards related to provision of services via electronic means

We warn you that the use of services provided electronically entails some hazards which cannot be entirely eliminated. For example, this includes receiving spam, exposure to harmful and unwanted spyware, malware (including but not limited to wabbit, Trojan, backdoor, exploit, rootkit, keylogger, dialer, hoax), viruses, exposure to cracking, phishing (obtaining confidential information) and sniffing, hazards related to piracy, exposure to illegal software and exposure to cryptanalysis.

Pernod Ricard takes steps aimed to mitigate the above mentioned risks by implementing security measures relating to the servers and the Website. We warn you however that given the open communication in the

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Any personal data you will make available to us when using the Website, including data provided during any registration will be subject to the [Privacy Policy](#).

Please note Pernod Ricard's use of cookies (information placed on your computer's hard drive to facilitate your communication and interaction with the Website) to personalize your use of the Website. The terms and conditions for the use of cookies are set out in the [Cookies Policy](#).

5. Links

This Website may contain links or references to other independent websites or internet resources. We have no control of, and we are not liable for the accessibility of such websites or resources and these Terms do not apply to them. Therefore, we recommend reading the privacy policy and terms of use of websites operated by third parties you visit.

We do not back up and we are not liable for contents, advertisements, products, or other material available on websites and resources referred to above. If third party-operated websites offer products or services, any potential transactions are made between you and that third party only and Pernod Ricard is not held liable for these transactions.

You should address any comments on the above mentioned websites to the relevant administrator or webmaster of the website.

6. Placing information on or via the Website

You are solely liable for information and other content you place on or via the Website. In particular, you should be aware that your data and other information (e.g. username, email address, telephone number) you place on or via the Website (e.g. using chats, notice boards, postcards, invitations) are accessible to the general public and may be obtained and used by others who as a result, may contact you and send you unsolicited messages.

If you use forums available on or via the Website, you should be careful when providing personal information about yourself.

7. User instructions

I declare and agree that when I am using the Website I will not place, edit, post, disseminate or otherwise publish using the Website any material that (a) is copyrighted, subject to ownership rights or intellectual property rights unless I hold such rights or have obtained the right holder's consent to such activities; (b) is unlawful, hazardous, aggressive, offensive, compromising the good name of Pernod Ricard, vulgar, obscene, defamatory, unfair, fraudulent, contains express or graphic reports or descriptions of sexual acts (including but

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large number of people; or (d) attempt to gain unauthorized access to other IT systems using the Website.

If these Terms do not expressly provide otherwise, for the sake of the Website copyright protection, it is prohibited to download, place, publish, transmit, reproduce or distribute otherwise any component of the Website proper or documents relating to it.

Pernod Ricard has no obligation to monitor the content placed on or via the Website. If we obtain any credible information about any unlawful content, we are obliged to prevent access to that content; if this is possible, you will be notified of the intended prevention of access to the above content.

We inform you that we will not intentionally monitor or disclose any private messages sent electronically unless this is required by law. We reserve the right to refuse to place and the right to delete any information or material, in full or in part, which will be unacceptable or unlawful or will breach these Terms.

8. Liability for damage inflicted in relation to the Website use

Our liability for damages for non-compliance with obligations under the Terms and the scope of that liability is set out in the relevant laws.

Despite our best efforts and efforts of other authors of the Website content to ensure that material published is reliable, such material may contain technical inaccuracies and typographical errors. We cannot guarantee that the material is always complete, reliable and up to date. We cannot guarantee either that the use of the Website will be uninterrupted or free from technical defects.

The Website gives you access to its content for information only. We and other authors of the Website content cannot be held liable for effects of decisions made by you or third parties relying on the content published on the Website or obtained due to the visit or use of the Website.

Any complaints about the Website can be lodged in writing to: Jan Becher – Karlovarská Becherovka, a.s., Veletržní 24, 170 00 Praha 7, or by sending an email to: recepc@pernod-ricard.com. To make the complaint assessment procedure easier, please make sure that the complaint describes the issue you have come across and your related request and other information you consider relevant to the complaint consideration.

We will notify you of the results within 30 (thirty) days of receipt of the complaint.

9. Technical requirements necessary for the use of the Website

If you wish to use the Website, you need to have operational devices with an Internet connection, access to the Internet and any correctly configured web browser installed on the device with the Internet access to make it possible to display HTML documents.

10. Changes

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specified otherwise, become effective upon posting on the Website.

Last update: 1.1.2023

COOKIES POLICY

Subject to your consent when required by applicable law, our website uses cookies and similar technologies (“cookies”).

This Cookies Policy (the “**Policy**”) describes how Jan Becher – Karlovarská Becherovka, a.s., ID number 49790765, company registered in the Commercial Register at the Regional Court in Pilsen under the file number B 401 (“**PR**” or “**we**”). is committed to respecting your privacy regarding its use of cookies on its website available at www.becherovka.com (the “**Digital Media**”).

Before using our Digital media, please read carefully this Cookie Policy (including the Pernod Ricard Online Privacy Policy). If you do not agree to this Cookies Policy or the Pernod Ricard Privacy Policy, do not use our Digital media.

We reserve the right to make changes to this Cookies Policy or the Pernod Ricard Online Privacy Policy at any time. Such change should occur in a near future to take into account the e-Privacy Regulation provisions which is currently debated at the EU Parliament level and current recommendations of the competent data protection authorities.

We will notify you in an appropriate manner of any substantial change to the Policy or the Pernod Ricard Privacy Policy. You are thus invited to regularly read this Cookies Policy or the Pernod Ricard Privacy Policy to make sure you are aware of any change and how your Personal Data may be used.

1. What is a cookie?

Cookies are small text files or pieces of information that are stored on your computer or mobile device (such as a smartphone or tablet) when you visit our Digital media. A cookie will usually contain the name of the Digital media/application from which the cookie has come from, the duration of the cookie (i.e. how long the cookie will remain on your device), and a value, which is usually a randomly generated unique number.

2. Why do we use cookies?

We use cookies to make our Digital media easier to use and to better tailor our Digital media and our products to your interests and needs.

Cookies can do this because our Digital media can read and write these files, enabling them to recognise you

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- **Persistent cookies** are used to save your login information and remember your settings for future logins to our Digital media. A persistent cookie is a cookie stored as a file on your computer, and it remains there when you close your web browser. The cookie can be read by the Digital media that created it when you visit it again.
- **Session ID cookies** are used to enable certain features of our Digital media and services, to better understand how you interact with our Digital media and to monitor aggregate usage and web traffic routing. Unlike persistent cookies, session cookies are deleted from your computer when you close your browser. They usually store an anonymous session identifier on your computer allowing you to browse a digital media / application (for example) without having to log in to each page.
- **First party cookies** are our own cookies, which we use to improve your experience. They are associated with a user's Personal Data. No third party has access to the information we collect through our own cookies.
- **Third party cookies** are cookies placed on our Digital media by third parties to provide their services, including advertising cookies. They set cookies (third party cookies) on your device on our behalf when you visit our Digital Media to allow them to deliver the services they are providing. You will find more information about these cookies in their privacy policies.

You will find below a list of the different types of cookies we use on our Digital media. To the extent information collected through cookies constitutes Personal Data, the provisions in the Pernod Ricard Online Privacy Policy apply in addition to this [Cookie Policy](#).

a) *Essential cookies*

Essential cookies are cookies that are absolutely necessary for the functioning of our digital media and the use of its services and features. Without these essential cookies, our digital media will not function as smoothly as we would like and we will not be able to make the digital media available or provide certain services or features you have requested.

We also use technical cookies that allow our digital media to remember your choices (such as the language or region you are in) in order to customize and personalize content. These cookies do not collect any information about you that would be used for advertising purposes or to remember your browsing history on the internet.

Our Digital media uses the following essential cookies:

WHO IS PLACING THE	DESCRIPTION/PURPOSE	DURATION
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b) *Analytics cookies*

Our Digital media may also use Google Analytics cookies. These cookies collect information about how you use and browse our Digital media. For example, they track which pages are most visited, as well as Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), pages you come from and go to, operating system, data/time stamp and visitor movement data (clickstream). We use this information to analyse trends, to administer the Digital media, to track users' movements around the Digital media, and to gather demographic information about our overall user base.

Our Digital media uses the following analytics cookies:

WHO IS PLACING THE COOKIE?	DESCRIPTION/PURPOSE	DURATION
Google	The <code>_ga</code> cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
Google	Installed by Google Analytics, <code>_gid</code> cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
Google	<code>_gat_UA-34314391-1</code> : A variation of the <code>_gat</code> cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.	1 minute
Google	<code>_gat_UA-145296655-1</code> : A variation of the <code>_gat</code> cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.	1 minute

To opt out of being tracked by Google advertising cookies on all the websites you visit, go to <http://tools.google.com/dlpage/gaoptout>.

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purchases and interests from other online websites in order to provide advertisements about goods and services of interest to you.

Our Digital Media uses the following marketing and profiling cookies:

WHO IS PLACING THE COOKIE?	DESCRIPTION/PURPOSE	DURATION
Facebook	fr: Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.	3 months

To opt in or out of the use of these cookies on our Digital media, please use the Cookie Settings Tool on our website.

4. How long are cookies stored?

The maximum duration for which cookies can be stored after they are first placed on the user's device is governed by applicable law and is set out individually in the tables above.

5. How to control cookies on our Digital Media?

Except for cookies which qualify as essential, the cookies described above will be installed on your computer only if you expressly consent to them.

If you wish to make your own choices, please use the Cookie Settings tool, which can be accessed from the consent/disable non-essential cookies banner on our Digital media on your first visit by clicking on the relevant location, and at any time thereafter here.

You can also control how your browser uses cookies. 'Help' function should be able to tell you how to do this.

Please note that depending on the cookies you turn on or disable, you may not be able to login to your account, view content or use other features of our Digital Media. You may find that parts of our Digital Media either do not function at all or behave unexpectedly.

If you use different devices to view and access our Digital Media (e.g. your computer, smartphone, tablet etc.) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

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wise-drinking.com | Drink wisely and only share with people over 18 yo.



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