Cookie Policy for the budapestikaracsony.hu Website

Our website, like all other websites, uses cookies, in relation to which we would like to inform you about the following.

The budapestikaracsony.hu website (hereinafter referred to as the Website), is operated by Budapest Brand Nonprofit Private Limited Company (hereinafter referred to as the Data Controller or the Company).

Key concepts and their interpretation in the policy:

- **Personal data:** any information about an identified or identifiable natural person (Data Subject). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, telephone number, address, location data or an online identifier.
- **Data subject:** natural persons who have been contacted or are being contacted by the Data Controller through the Website and in relation to whom the Data Controller handles personal data.
- **Data processing**: means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

What is a cookie and why do we use cookies?

A cookie is a small text file that is stored on your computer, mobile phone, tablet or, in short, on the device you use to visit the Website through a web browser. Its function is to make the browsing of the Website more convenient and personalized, thus facilitating the use of the services, and the for the Data Manager to collect analytical data in order to improve the user experience of the Website. With the help of cookies, the Data Controller can also deliver targeted, personalized offers and advertising materials to the data subject and it also helps the Data Controller to monitor the product ordering habits of the data subject. Some of the cookies used by the Website are used by third party service providers. In the policy, the Data Controller describes in detail to Data subjects which cookies are used for what purpose and how long these cookies remain on each device without your intervention.

Some cookies used by the Data Controller are essential for the proper functioning of each service, others collect information about the use of the Website (statistics) in order to facilitate that the Data Controller could provide an even more convenient and useful Website for those interested. Some cookies are only temporary and disappear when you close your browser, but there are also permanent versions that remain on your device for a period of time. Thus, some cookies are absolutely necessary for the operation of the Website, while others are used by the Data Controller to improve performance and user experience, as well as to learn about user and shopping habits.

According to the law, cookies may be stored on a device by the Data Controller if this is absolutely necessary for the operation of the Website, all other types of cookies

require your (the Data subject's) permission. If you do not allow the use of cookies, most features may not work as expected.

Consent to the handling of cookies may be modified or revoked on the Website at any time by the data subject.

The types of cookies we use

- **Strictly necessary (functionality) cookies**

These cookies help with using the Website by enabling basic functions such as navigating the website, displaying the website in a language appropriate to the Data subject, and ensuring that the Website is protected against external attacks. The Website cannot function properly without these cookies.

Cookie name	Service provider	Aim of the cookie	Expiry	Cookie type
CMPList	budapestikaracsony.hu	To indicate acceptance of a consent to using cookies	permanent	HTML
wp-wpml_current_language	budapestikaracsony.hu	It determines the country code based on the user's IP address. Its goal is to determine the language the website will use for the user.	session	HTTP

- **Cookies used for statistical purposes**

Statistical Cookies help us understand how our users use the Website. With the help of such cookies, it is possible e.g., to measure the number of visits to the website, to measure the time spent on each subpage and to select the most popular content. The data collected by statistical cookies is usually anonymous, through which the Data subject cannot be identified. However, the Data Controller calls Data subjects' attention to the fact that, by being actively logged in to certain Google services, Google may associate your Google Account data with the data provided by Google Analytics on the Website; furthermore, when logged in "through a Facebook account," Facebook also collects data about the Data subject's activities on the Website and links it to the Facebook profile of the Data subject.

Cookie name	Service provider	Aim of the cookie	Expiry	Cookie type

_dlt	budapestikaracsony.hu	It sets a unique ID for the session. This enables the website to obtain data about user behaviour for statistics purposes.	1 day	HTTP
_ga	budapestikaracsony.hu / Google	This is a unique ID through which we generate statistical data on how you use our website.	2 years	HTTP
_ga_#	budapestikaracsony.hu / Google	Google Analytics uses it to gather data about how many times a user has visited the website, as well as the dates of the first and the latest visit.	2 years	HTTP

- **Cookies used for marketing purposes**

Marketing cookies are used by the Data Controller to track the activities of visitors on the Website. The goal is for the Data Controller to publish relevant ads and promotions to individual users and encourage them to become active.

Cookie name	Service provider	Aim of the cookie	Expiry	Cookie type
_gcl_au	budapestikaracsony.hu	Google Analytics uses it to gather data about how many times a user has visited the website, as well as the dates of the first and the latest visit.	3 months	HTTP

Characteristics of data processing during the use of cookies

Legal basis for data processing: The data subject's consent to the use of cookies or the legitimate interest of the Data Controller.

The fact of data processing, the scope of data processed: unique identification number, dates, times, our website visited, and the activities performed by the user on the website.

Stakeholders: All Data subjects who visit our website.

The purpose of data processing is to identify users, to track their visit and use, to learn about user habits, to use them for statistical purposes, to optimize the Website's appearance on the Internet, and to increase the security of the system.

Duration of data processing: In the case of session cookies, the duration of data processing lasts until the end of your visit to our website. In the case of additional cookies, the Data Controller has specified the lifetime of each cookie in detail in the section above. The data subject has an option to delete cookies in the Tools / Settings menu of the browser, usually under the settings of the Privacy menu item.

Identity of potential data controllers entitled to access the Data subjects' data: Personal data may be processed by the employees of the Data Controller in accordance with the above principles and the Data processing and Data Protection Policy in force at any time.

Description of data subjects' rights to data processing: The data subject may refuse the use of cookies via the settings of the computer or other device used for browsing or the browser used to access the Website. The data subject has an option to delete cookies in the Tools / Settings menu of browsers, usually under the settings of the Privacy menu item.