

Using cookies on the website

What is a cookie?

The Data Controller uses so-called cookies during your visit to the website. A cookie is a package of information consisting of letters and numbers that our website sends to your browser with the aim of saving certain settings, making it easier to use our website, and helping to collect some relevant, statistical information about our visitors.

Some cookies do not contain personal information and are not suitable for identifying individual users, while others contain an individual identifier - a secret, randomly generated sequence of numbers - which is stored on your device, ensuring your identification. The duration of each cookie is provided in the respective cookie description.

We use three types of cookies:

- 1. Essential cookies:** These are necessary for the operation of the website (e.g., session cookies) or for providing online services (e.g., identifying and authenticating subscribers). **The lifespan of these types of cookies is limited to the session only.**
- 2. Functional cookies:** These help to personalize and enhance the online user experience, e.g., they remember user preferences, information related to the use of the website (which sub-pages are visited, where users might “exit” from the site), such cookies can also be used for market research purposes. Deleting such cookies results in limited functionality of our service.

Our company uses the services of Google Analytics in relation to our website. Google Analytics mainly reports visitor (also called user) activities on Google Analytics client sites using internal cookies. Users can disable all cookies or individually delete each cookie. In addition,

Google Analytics enables the use of a browser extension that, once installed and authorized, disables measurement by Google Analytics on any site visited by the user. The extension only disables measurements carried out by Google Analytics.

If a website or app uses SDKs for Google Analytics applications or Google Analytics Firebase, then Google Analytics collects the application instance ID, that randomly generated number that identifies a particular installation of an app. When a user resets their advertising identifier (referred to as the advertising ID on Android and the advertising identifier on iOS), the system also resets the application instance ID.

If websites or apps use Google Analytics in conjunction with other Google advertising products, such as Google Ads, other advertising identifiers may also be collected. Users can disable this feature or modify cookie settings under "Ad Settings".

Google Analytics collects user's IP addresses to safeguard service security and to allow website owners to get an understanding of where their visitors come from, which country, state, or city (also called “IP-based geolocation”). Google Analytics offers the option to mask collected IP addresses (you can read more about this below), but website owners can still see user IP addresses even if they don't use the Google Analytics service.

- 3. Advertising (Marketing) Cookies and Resettable Device Identifiers:** These cookies and resettable device identifiers are used to ensure relevant advertisements based on the use of this and other websites, as well as applications, and the information gathered about

responses to ads and emails (these are analyzed). Placing such cookies requires your prior consent.

4. Legal basis for the use of cookies:

The legal basis for data processing in the case of advertising (marketing) cookies is your consent under Article 6 (1)(a) of the GDPR. The legal basis for the processing of essential and functional cookies is our legitimate interest (Article 6 (1)(f) of the GDPR).

5. Cookies used by the website:

Session cookie: These cookies store the visitor's location, browser language, and currency of payment. Their lifespan ends upon closing the browser or after a maximum of 2 hours.

Referer cookie: They record from which external site the visitor arrived. They last until the browser is closed.

Mobile version, design cookie: It detects the device used by the visitor and switches to a full view on mobile. Its lifespan is 365 days.

Cookie acceptance cookie: Upon arrival to the site, the visitor accepts the declaration about storing cookies in the notification window. Its lifespan is 365 days.

Google Ads cookie: When someone visits our site, the visitor's cookie ID is added to the remarketing list. Google uses cookies, such as the NID and SID cookies, to customize ads in Google products, for instance in Google Search. Such cookies, for example, remember your recent searches, past interactions with advertiser ads or search results, and visits to advertiser websites. The AdWords conversion tracking function uses cookies to track conversions stemming from ads. A few common uses for cookies include selecting relevant ads for a user, refining reports on campaign performance, and avoiding displaying ads the user has already seen.

Google Analytics cookie: Google Analytics is Google's analytical tool that helps website and app owners to understand how their visitors engage with their content. This service may use cookies to collect and report on statistical data about website usage without personally identifying the visitors to Google. The main cookie used by Google Analytics is the "__ga" cookie. In addition to the reports on statistical data about website usage, Google Analytics, together with some of the aforementioned advertising cookies, can also be used to show more relevant ads in Google products (e.g., Google Search) and across the internet.

Remarketing cookies: These may appear for previous visitors or users when browsing other sites on the Google Display Network or when they search for products or services.

Cookies for enhancing user experience: These cookies collect information about a user's use of the website, such as which pages they visit most often, or if they receive error messages from web pages. These cookies do not collect information that identifies a visitor; they work with general, anonymous information. We use the data from these to improve the performance of the website. The lifespan of these cookies is limited to the duration of the session.

employee_login_last_email Stores the email address at login until the browser is closed.

Ealrm, ealem, ealpw: Provides permanent login. Its lifespan is 180 days.

Facebook pixel (Facebook cookie): The Facebook pixel is a piece of code that helps report on conversions, build target audiences, and provides detailed analytical data to website owners about how visitors use the site. With the Facebook pixel, website visitors can be shown personalized offers and ads on the Facebook platform. You can study Facebook's data management policy here: <https://www.facebook.com/privacy/explanation>

If you do not accept the use of cookies, certain features will not be available to you. For more information on deleting cookies, you can find information at the following links:

Internet Explorer: <http://windows.microsoft.com/en-us/internet-explorer/delete-manage-cookies#ie=ie-11>

Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>

Mozilla: <https://support.mozilla.org/hu/kb/weboldalak-altal-elhelyezett-sutik-torlese-szamito>

Safari: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Chrome: <https://support.google.com/chrome/answer/95647>

Edge: <https://support.microsoft.com/hu-hu/help/4027947/microsoft-edge-delete-cookies>