

Cookie Policy

Accepted on: 06/03/2023

Information on the use of cookies

What are cookies?

The Data Controller uses so-called cookies when you visit the website. A cookie is a set of letters and numbers that our website sends to your browser to save certain settings, facilitate the use of our website and help us to collect some relevant statistical information about our visitors.

Some of the cookies do not contain any personal information and cannot be used to identify an individual user, but some of them contain a unique identifier – a secret, randomly generated sequence of numbers – that is stored on your device, thereby enabling your identification. The duration of each cookie is described in the relevant description of each cookie.

Legal background of and legal basis for cookies:

The legal basis for processing is your consent pursuant to Article 6(1)(a) of the Regulation.

Main features of the cookies used by the website:

Google AdWords cookie When visiting our site, the visitor's cookie ID is added to our remarketing list. Google uses cookies – such as NID and SID cookies – to personalise the ads you see in Google products, such as Google Search. Such cookies are used, for example, to remember your recent searches, your previous interactions with certain advertisers' ads or search results, and your visits to advertisers' websites. The AdWords conversion tracking feature uses cookies. To track ad sales and other conversions, cookies are saved on the user's computer when they click on an ad. Some common uses of cookies include: selecting ads based on what is relevant to a particular user, improving campaign performance reporting, and avoiding displaying ads that the user has already viewed.

Google Analytics cookie: Google Analytics is Google's analytics tool that helps website and app owners get a more accurate picture of their visitors' activities. The service may use cookies to collect information and compile reports on website usage statistics without individually identifying visitors to Google. The main cookie used by Google Analytics is the "ga" cookie. In addition to the reports generated from website usage statistics, Google Analytics – along with some of the advertising cookies described above – can also be used to display more relevant ads in Google products (such as Google Search) and across the web.

Remarketing cookies: They may appear to previous visitors or users when browsing other sites on the Google Display Network or searching for terms related to its products or services.

Strictly necessary cookies: These cookies are essential for the use of the website and allow the use of its basic functions. Without them, many features of the site will not be available to you. List of cookies and their expiration: mcms_session (session), ebkcsrfc (2 hours), ebkfilterstate (1 year), collection_hash (1 year), ebkcookieconsent (1 year)

Facebook pixel (Facebook cookie) Facebook pixel is a code that allows the website to report conversions, create target audiences and provide the site owner with detailed analytics about how visitors use the site. Facebook pixel allows the user to display personalised offers and ads to their website visitors on Facebook. You can review the Facebook Privacy Policy here: <https://www.facebook.com/policies/cookies/>

Livechat cookie The Livechat cookie is used to operate our webshop chat assistance service and to track visitors throughout our webshop. Expiration is 3 years.

If you do not accept the use of cookies, certain features will not be available to you. You can find more information about deleting cookies by following the links below:

- 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/en-US/kb/clear-cookies-and-site-data-firefox>
- 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>

