



# COOKIE POLICY

## Content

1. Name and Availability of the Data Controller .....	1
2. What is a Cookie? .....	1
3. Categories of Cookies used on the Website .....	2
3.1. Functional and Essential Cookies for Website Operation .....	2
3.2. Statistical Cookies .....	2
3.3. Advertising and Marketing Cookies .....	3
4. Stored Cookies .....	4
5. Data Processors .....	6
6. Managing Cookies .....	6

## 1. Name and Availability of the Data Controller

Name of the Data Controller	Szegedi Márta self entrepreneur
Sear of the Data Controller	HU-3910 Tokaj, Tokaji Ferenc lakótelep 29.
Registry number of the Data Controller	52396377
Tax number of the Data Controller	68889777-1-25
Representative of the Data Controller	Szegedi Márta self entrepreneur
E-mail address of the Data Controller	<a href="mailto:info@tokajiseta.hu">info@tokajiseta.hu</a>

## 2. What is a Cookie?

Cookies are small files containing letters and numbers, punctuation and other technical characters that are stored on the device of the visitor of the website (computer, mobile phone, tablet, smart TV, etc.) when you visit certain websites. Cookies are IT data that help the use of websites: the web server sends them to the user's browser, they are stored on the user's device and the browser returns them to the server every time data is requested from the web server. They do not contain executable files, viruses, spyware and do not access data on the user's hard drive.

Cookies typically contain the domain name of the visited website, the cookie's storage duration and the information(s) stored. Cookies enable the recognition of the user's device and browser, thus allowing content tailored to the visitor's needs, and they support basic browsing functions. They also support the compilation of visitor statistics while preserving user anonymity.

Cookies do not store personally identifiable information, but encrypted information derived from them may be used to enhance the user experience (eg. to help identify and fix errors, or to determine a range of interesting, related products the website owner would like to draw the visitor's attention to while browsing the website).

If the user later contacts Data Controller on a website where cookies are used by filling in a form with explicit consent, it may happen that, with the help of these cookies, data on website visits after filling in the form will be recognised, which is done to improve the user experience.

If the user has accepted the cookie notice on the website(s), the notice will not reappear until cookies are deleted in the browser settings.

If the visitor (hereinafter: "Visitor") shares any content of <https://tokajiseta.hu/> (hereinafter: the "Website") on a social media site (for example Facebook and Instagram), the Visitor may receive additional cookies from those sites. These cookies are not managed by <https://tokajiseta.hu/>, therefore information about third-party cookies and their handling is available on the third party's website.

### **3. Categories of Cookies used on the Website**

#### **3.1. Functional and Essential Cookies for Website Operation**

These cookies are necessary for Visitors to browse on the Website and to be able to use the services provided on the Website. If Visitor closes their browser, these cookies are automatically deleted from Visitor's computer. Without the use of these cookies, the use of the Website cannot be guaranteed.

The Data Controller uses functional cookies to remember operations performed on the Website (for example selected language, login).

#### **3.2. Statistical Cookies**

Data Controller uses these cookies – among other things – to know how frequently Visitors use the Website and how long they stayed on a given page. Data Controller may also use cookies from advertising partners to measure the success of its campaigns.

##### *1. Google Analytics*

Data Controller measures the number and characteristics of Visitors to the Website using the Google Analytics web analytics service. After logging into a Google account, the Website visitor can disable Google's visual advertising features and personalise Google Display Network ads via Advertisement settings: <https://www.google.com/settings/ads>.

Visitor can get the Google Analytics opt-out browser add-on here: <https://tools.google.com/dlpage/gaoptout/>.

Information on how to opt out of Google's interest-based ads is available at: <https://support.google.com/ads/answer/2662922?hl=hu>.

### 3.3. Advertising and Marketing Cookies

The purpose of these cookies is to present relevant advertisements and content by forming user groups on the Website. This process is performed manually. These cookies are stored on the Visitor's device. Cookies are not capable of identifying individuals.

#### 1. *Meta pixel*

The Website uses the Meta Pixel of Meta Platforms Ireland Limited (formerly Facebook Pixel) for the following purposes: Data Controller uses the Meta Pixel for remarketing purposes, which allows Data Controller to show interest-based ads to the Visitor when they visit Facebook or other websites that also use this tool, thereby presenting ads that are of interest to the Data Controller's visitors. Meta Pixel is also used by Data Controller to ensure that Facebook adverts shown to Visitor are relevant to their interests. Meta Pixel helps Data Controller to track the effectiveness of Facebook ads for statistical and marketing research purposes.

Thanks to the marketing tools used, Visitor's browser automatically establishes a direct connection with Facebook servers as soon as Visitor consents to the use of consent-based cookies. By integrating the Meta Pixel, Meta receives information that Visitor has opened the Website or clicked on one of the Data Controller's advertisements. If Visitor is registered to any Meta service, Meta may associate the visit with Visitor's account. Such data processing by Meta is subject to Meta Platforms Ireland Limited's privacy notice.

Special information and details about Meta Pixel and its functionalities are available in Meta's Help Center. Regarding the Meta Pixel, Data Controller and Meta Platforms Ireland Limited are considered joint controllers for the production and optimisation of personalised and relevant advertising and the delivery of related messages via Meta's systems. The joint processing agreement between Data Controller and Meta is available here: [https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum).

For processing after collection and transmission of the data, Meta is solely considered the data controller. Reports and analyses are prepared in aggregated and anonymised form. More detailed information is available at: [https://hu-hu.facebook.com/business/help/952192354843755?helpref=faq\\_content](https://hu-hu.facebook.com/business/help/952192354843755?helpref=faq_content).

Data Controller processes data in the context of the joint processing on the basis of legitimate interest under Article 6(1) point f) of the GDPR.

#### 2. *Google Advertisements (Google Ads)*

During visits to the Website, Google Ads places one or more cookies on the Visitor's computer, which allow the Visitor's browser to be uniquely identified. These cookies are provided by Google and are used via the Google Ads system. These cookies are only sent to the Visitor's computer when certain subpages are visited; thus they only record the fact and time of visiting that subpage, no other information.

Using these cookies, Google stores whether the data subject has previously visited the Website and, on this basis, shows ads to the user on third-party websites – including Google partners. The Visitor

can disable Google cookies on the page to turn off Google ads: <http://www.google.com/ads/preferences/>. Google does not link the Visitor's IP address with other data stored by Google, so Visitor's IP address is stored in an anonymised way and cannot be linked to their personal data.

#### 4. Stored Cookies

COOKIE NAME	COOKIE DESCRIPTION	SERVICE PROVIDER	LEGAL BASIS	STORAGE PERIOD
<b>NECESSARY COOKIES</b>				
VISITOR_PRIVACY_META_DATA	This cookie is used to store the user's consent and privacy choices for their interaction with the site. It records data on the visitor's consent regarding various privacy policies and settings, ensuring that their preferences are honored in future sessions.	<a href="http://www.youtube.com">www.youtube.com</a>	Legitimate interest	5 months 4 weeks
<b>PERFORMANCE RELATED</b>				
sbjs_udata	This cookie stores user-specific data to help track and analyse the effectiveness of advertising campaigns and to optimise the user experience on the website.	Own	Legitimate interest	Session
sbjs_current	This cookie is used to track users' activities and interactions across the website to facilitate better analysis and understanding of traffic sources and user behaviour.	Own	Legitimate interest	Session
sbjs_session	This cookie is used to track user activity and sessions to improve the performance and usability of the website, helping to understand how visitors interact with the website.	Own	Legitimate interest	29 minutes 53 seconds
_ga_9PSXMRME4S	This cookie is used by Google Analytics to persist session state.	Own	Legitimate interest	1 year 1 month
_ga	This cookie is associated with Google Universal Analytics and used to distinguish unique users by assigning a randomly generated number as a client identifier. This cookie is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	Own	Legitimate interest	1 year 1 month
sbjs_current_add	This cookie is used to store information about the current visit to	Own	Legitimate interest	Session

	distinguish between users and sessions. It typically includes details such as source of traffic, campaign data and user behaviour to help in tracking and analyzing the effectiveness of marketing campaigns.			
sbjs_first_add	This cookie is used to store details about the user's first visit to the website, including timestamp, referring site, and source of the traffic, to assess the effectiveness of marketing campaigns and website sources.	Own	Legitimate interest	Session
sbjs_first	This cookie is used to store information about the user's first session on the website and tracks details such as the source from which the user came, the path they took, which search engine and keyword were used and their location at the time of the first visit. This information is used to analyze and improve the website's performance by understanding user behaviour.	Own	Legitimate interest	Session
sbjs_migrations	This cookie is used to track user interactions and migration between different pages or sections of the website to improve user experience and the website's performance analytics.	Own	Legitimate interest	Session
<b>TARGETING COOKIES</b>				
_fbp	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers.	Own	Consent	2 months 4 weeks
YSC	This cookie is set by Youtube to track views of embedded videos.	<a href="http://www.youtube.com">www.youtube.com</a>	Consent	Session
VISITOR_INFO1_LIVE	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites and it can also determine whether the website visitor is using the new or the old version of Youtube interface.	<a href="http://www.youtube.com">www.youtube.com</a>	Consent	5 months 4 weeks
<b>OTHER COOKIES</b>				
__Secure-YNID	Improves user experience by storing video player settings and helps secure login and detect unwanted messages (spam).	<a href="http://www.youtube.com">www.youtube.com</a>	Consent	Session

__Secure-ROLLOUT_TO KEN	Used by YouTube to manage feature rollouts and experiments. Helps Google determine which new features or UI changes are shown to specific users during tests to ensure consistent experience.	<a href="http://www.youtube.com">www.youtube.com</a>	Consent	Session
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## 5. Data Processors

The list of data processors is contained in the Website's Privacy Policy.

## 6. Managing Cookies

The advertising manager used by Google can be found here: <https://policies.google.com/technologies/cookies?hl=hu>

Settings related to tagged ads on Facebook and Instagram are available here: <https://www.facebook.com/help/1561485474074139>

Visitors to the site have the option to delete, block or change the settings of the cookies used by the website. Guidance on changing cookie settings is available for the following browsers:

### Google Chrome

<https://support.google.com/chrome/answer/95647?hl=hu&co=GENIE.Platform%3DDesktop>

### Microsoft Internet Explorer és Edge

<https://support.microsoft.com/hu-hu/help/17442/windows-internet-explorer-delete-manage-cookies>

### Mozilla Firefox

<https://support.mozilla.org/hu/kb/sutik-engedelyezese-es-tiltasa-amit-weboldak-haszn>

### Safari

<https://support.apple.com/hu-hu/guide/safari/sfri11471/mac>