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Information about the use of cookies

1. Controller

The webpage at <https://www.mybettershelf.com/> Internet address is operated by

Mybettershelf Kereskedelmi Korlátolt Felelősségű Társaság
(Mybettershelf Trade Limited Liability Company)

Short name: Mybettershelf Kft.

Registration number: 01-09-373198

Tax number: 28768038-2-42

Headquarters: 41 Jerney Street, 3rd floor 12, Budapest 1148 Hungary (Magyarország, 1148 Budapest, Jerney utca 41. 3. em. 12. ajtó)

Postal address: 41 Jerney Street, 3rd floor 12, Budapest 1148 Hungary (Magyarország, 1148 Budapest, Jerney utca 41. 3. em. 12. ajtó)

Telephone: +36 20 365 3641

E-mail address: info@mybettershelf.com

Website: <https://www.mybettershelf.com/>

(Controller hereafter).

We inform you that present <https://www.mybettershelf.com/> website (hereafter: website) uses ‘cookies’, with a Hungarian word “sütik” in order to improve the quality of its services and to make the usage of the website easier, and also in case of your approval to present advertisements. You can read about cookies in general and after that you can read about data processing what is effectuated by the cookies of our website.

2. Cookies in general

2.1. What are cookies?

A cookie is such a group of data (alphanumerical information packet with changing content) that is sent to your device by the server of the website you are visiting.

Cookies are stored in the browser programme of your computer, telephone or tablet, which can be read later by sending server. Cookies cannot be read by other websites, only the one that has placed them. Cookies inform us about the way visitors use our website. Cookies are meant to be used for administrative goals by Controller, to measure how many visitors enter the website and to make process of browsing easier by memorizing sites that were opened within website earlier.

No cookies contain personal information that could enable anyone to reach You through e-mail, telephone or post. Cookies themselves are not able to identify users, can only identify users' devices. In case You do not want to accept usage of cookies on the website You can set the browser You are using to send You a message about or to prevent placing them.

2.2. How can you regulate the operation of cookies?

We place cookies on devices (computer, telephone or tablet) You are using during your visit on our website. We inform You about this at the beginning of browsing our website, when the main page is loading, in a pop-up window.

Your approval does not have to be asked to implement cookies on your device which are necessary to ensure the functions and comfortable usage of our website. As anonymous visit analysis does not involve personal data processing, no consent is required. We have to ask your approval for other purposes such as data collecting from marketing purposes. Your permission will be asked in the pop-up window mentioned above. This window can be brought up at any time by clicking on 'Cookie settings' sing at the bottom of the screen and your permission to each data collecting may be changed later as well.

Apart from the above-mentioned setting option provided by us You can decide to ban and delete them any time in the settings of your browsing programme. However, we inform You that without using cookies, You will not be able to reach several functions which make browsing easier, even some of our services will probably not function properly.

2.3. Handling settings of cookies in browsers

You can modify your setting of cookies through a pop-up window or your browser. You can ban the use of cookies by activating a setting in your browser which enables refusing all or certain cookies. These settings can usually be reached at the 'Settings' or 'Preferences' menu of your browser. You can get more information by using these references.

Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

Firefox: <https://support.mozilla.org/hu/kb/sutik-informacio-amelyet-weboldalak-tarolnak-szami?redirectlocale=en-US&redirectslug=Cookies>

Microsoft Edge: visit <https://support.microsoft.com> and write the word ‘cookies’ into the browser.

Safari: visit <https://support.apple.com/> and write the word ‘cookies’ into the browser.

Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

2.4. Types of cookies

Cookies can be session cookies appearing during work process, or persistent cookies. We also make difference between internal (comes from the first party) and external (comes from a third party) cookies. You can read about them bellow in order to understand cookies we use and why we use them.

2.5. Cookies valid during work process

Cookies appearing during work process make it possible for us to recognize You while visiting our website, so browser can memorize every site change or choice made from site to site during browsing inside the website. These cookies enable You to progress through and backwards various pages of a website fast and smoothly, without having to identify yourself at every page, or having to repeat processes (e.g. filling in a form). After finishing browsing a website, or closing a browser, cookies are automatically erased from your device.

2.6. Permanent cookies

Permanent cookies stay „permanent” on your computer for a certain period of time (days, weeks, months or years) after finishing browsing process, so they can help to recall preferences or activities of users when visiting the website later as well (e.g. by using them some data entered on the form at the given page might be stored). Until the end of expiry of validity period, saved cookies are stored on your device, however, You can delete them before determined deadlines.

2.7. Cookies coming from the operator of our website

These cookies come from the server of website being surfed. In this case, we are talking about functional cookies - and cookies that make usage comfortable - that are coming from the server storing website operated by Controller. We gave a description and details of functioning of them above. They possibly (according to

your choice) remember IP address of your device, pages visited during browsing on the webpage.

Thus, You can avoid repeating processes – when opening a new website or returning to a website – through opening the same pages, or – based on your decision – You do not need to identify yourself or log in again and again.

These cookies are so-called work process cookies valid during browsing time. This means when somebody starts surfing the website, cookies are activated, and are valid until maximum of 15 minutes after the last activity, or are deleted when logging out.

2.8. Cookies coming from a third party

Cookies from a third party do not come from Controller or server that stores the website. These cookies are stored by Your computer, telephone or tablet as well during Your visit as follows.

2.8.1. Visit analysis

Tools of Google Analytics© are used to monitor sites and collect information about the use of websites (number of visitors, visited sites, visitors' part of the country, what other websites visitors have entered before, which browser they use, which operation system they use, which internet service they use, parameters of monitor visitors use, time of entering to the website and time of leaving it). We use these pieces of information to create statistics and improve our website.

We collect data only on a way which does not make possible to identify the device you are using for browsing. It also means we are not able to identify you based on your browsing habits. We do not handle personal data during visit analysis.

These pieces of anonymous data are also available for Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland) as Google's tools' service providers.

In case you give your approval to collect your browsing data for marketing purposes, the above listed service providers use these data to send targeted advertisements to Users. The above listed service providers put together a group of interests based on browsing habits: they link data collected by cookies and IP address of browser device. Then it forwards specific advertisements to the device.

Cookies that serve marketing purposes can identify Your device during data collecting only if you give your approval.

For further information please visit the following websites:

<https://www.google.com/analytics>

<https://support.google.com/analytics/answer/2838718?hl=en>

Google Analytics© cookies are so-called persistent cookies, they can be stored for maximum of two years, however, actual periods usually vary between 2 hours to six months only, depending on the type of cookies.

For further information about cookies - including viewing, handling and deleting cookies that have been placed - please visit <http://www.allaboutcookies.org>. In order to ban all tracking on any sites, please visit <https://tools.google.com/dlpage/gaoptout>.

2.8.2. Marketing cookies

Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland),
Meta Platforms Ireland Ltd. (Facebook - 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland),
Pinterest Europe Ltd. (Palmerston House, 2nd Floor, Fenian Street, Dublin 2, D02WD37, Ireland)

(called together as Service Providers in the followings) ensure online marketing services through cookies and through so called 'pixel'. Data processing is carried out by Service Providers during the use of the service. Through their services, Service Providers have an insight into measurement of website and mapping browsing habits as well.

These pieces of information are stored on devices of Service Provider's as permanent cookies which work for no more than two years that are fixed on user's device which was used for browsing. Users may delete these cookies on their devices in the settings menu of their browsers. During data collecting done by pixel nothing is being stored in your browser. Service Providers also use these pieces of data to forward targeted advertisements to users. By linking data - which have been collected by cookies and pixel - and by identifying your browser or by the IP address of the browser, Service Providers gather a group of interests based on browsing habits. Then they forward targeted advertisements to device.

For further information please visit the following website:

<https://support.google.com/admanager/answer/2839090?hl=hu> (Google)

<https://developers.facebook.com/products> (Facebook),

<https://policy.pinterest.com/en/cookies/> (Pinterest).

Cookies like these work on the page only in case of your approval.

3. Data processing implemented by log files and cookies applied on our website

- 3.1. Concerned parties in processing: All Users who visits this website, regardless of whether they use the offered services or not at website.
- 3.2. Legal basis of processing: it is not compulsory to ask Your approval to handle information that is technically absolutely necessary to provide services. Log files and certain cookies carry out the procession of such data. Chapter for says about log files and You can read about cookies of these below. Data processing of technically absolutely necessary information is based on GDPR Article 6, Paragraph (1), Point f) and according to this it is the rightful interest of Controller.

Relying on this legal basis, Controller handles exclusively those types of data that are necessary to ensure a user-friendly operation of website, and works with them only until it is needed. These pieces of information are such technical data which is essential to provide an enjoyable appearance of website, proper and comfortable use of its functions. Data are not forwarded to a third party and are not used for any other purposes. Controller works with service providers indicated in Chapter 14 under in connection with these data. As a result, processing does not have any risks on User's side, however, using the website properly is not possible without handling data. It is the rightful interest of Controller to operate website properly, as it can only provide its services this way, it is an inevitable condition for its functioning. Consequently, Controller handles information mentioned above in order to fulfil this goal as its rightful interest, and based on which rightful interest – because processing is not high risk for User – Controller limits User's autonomy to a proportional extent.

General visit analysis is made by collecting anonymous data so it does not involve personal data processing.

According to GDPR Article 6, Paragraph (1), Point a) the legal basis of marketing activities lies upon the consent of the User. User can give its consent to data collection for data processing and marketing purposes by clicking on the check boxes that pop up when User starts browsing on the website.

- 3.3. Determining the scope of handled data:

In order to ensure user-friendly browsing the handled data is:

- websites visited during entering website and the order of opening them,
- User's IP address.

Data involved in online marketing activities:

- The visited pages of the website and their subjects,
- Frequency of viewing the different pages of the website and measuring the time spent with browsing the different pages,
- Conclusions that can be drawn from these above about your interests,
- Your browser ID.

We perform visit analysis by collection anonymous data thus there is no need to handle personal data.

- 3.4. Purpose of processing: to provide a user-friendly and safe operation of the website and to do some online marketing activity.

This includes the following:

a) Necessary and functional data processing ('Indispensable' and 'Functional' categories among pop-up windows):

- Identification of User's browser device, and remembering identifying data - during browsing time - based on IP address. Surfing the Internet becomes smoother, as without this function, Users would be obliged to identify themselves at each website they visit.

b) Data processing about browsing habits ('Analytics' category among pop-up windows)

We perform visit analysis by collection anonymous data thus there is no need to handle personal data.

c) Data processing for marketing purposes ('Marketing' category among pop-up windows):

In case you agreed to collect browsing data to use them for marketing purposes we are able to show you targeted advertisements during you are browsing on the Internet.

When targeted advertisements are visualize we can show our advertisements by using Google Ireland Ltd.'s, Meta Platforms Ireland Ltd.'s, Pinterest Europe Ltd.'s resources, at the same time above listed Service Providers use this data for their own purposes to show third parties' advertisements for you. These advertisements are based on your main areas of interest which are concluded from your browsing habits.

While doing so, the above listed Service Providers set out the possible interests by connecting data of browsing habits and your browser ID of the

browser that was used for searching then targeted advertisements are sent to the given device. It means that recorded data is not connected directly to you as a person but to the device that is being used for browsing primarily to Your browser.

Google Ireland Ltd., Meta Platforms Ireland Ltd., Pinterest Europe Ltd. are not authorized to reach data described in this point in the same way that they cannot reach any other data mentioned in this information.

- 3.5. Period of processing: Controller handles a part of data for the period of browsing, other data is stored for a variable time, but maximum of 2 years.

Data necessary for the operation of website in a user-friendly way (IP address, order of web pages visited during browsing) is recorded for the duration of browsing session, they are deleted when browsing finishes. Handling of these data is done by our own IT devices, third party does not have any access to them.

We perform visit analysis by collection anonymous data thus there is no need to handle personal data.

Data which serve as a base for measuring visits and mapping Users' habits of website is stored for maximum of two years. Cookies that make it possible are stored on your device. Deleting these cookies or prohibit their operation can be done at any time by you with the settings of your browser and also with switching off 'Analytics' and 'Marketing' categories if you click on 'Cookie settings' sign at the bottom of our website.

- 3.6. Way of data storing: on separate lists in our information technology system. Data related to providing a user-friendly services (IP-address, the order of sites visited during browsing session) are not stored by us. Pieces of information provided by cookies are stored on User's device. Cookies that gives data are stores on your device.
- 3.7. User may get more information about the process of information technology processing and about information technology data processing that is realized by using Google Analytics, Facebook's, Pinterest's devices on the website of Google Analytics https://www.google.com/intl/hu_ALL/analytics/support and on the website of Facebook Ireland Ltd. <https://developers.facebook.com/products>, Pinterest <https://policy.pinterest.com/en/cookies/>.

The above listed Service Providers offer several different functions but we use only those we have already been named.

4. Log file registration

Our IT system uses electronic log entry to operate our website. In these log files we store the IP address, the User's browser type, Internet service provider, date/timestamp, reference- and leaving pages, number of clicks during visiting. It happens so that we could show our website properly on Your device and it makes possible to find the circumstances of the mistake in case of a functional error. With these we can make browsing more stable and secure. It also makes us possible to handle the website and the administration. This data does not make possible to identify any identities and is stored for 30 days.

Further data processing of log files happens among the circumstances described in section 3 in that, visit analysis and marketing purpose data processing and usage do not happen with respect to log files.

5. Using Data processors

5.1. Data processor used for the purpose of visit analysis

5.1.1. We use the following service provider to collect data for visit analyzes of present website:

Google Ireland Ltd.

Registration number: 11603307

Tax number: IE 6388047V

Residence: Gordon House, Barrow Street, Dublin 4, Ireland

Postal address: Gordon House, Barrow Street, Dublin 4, Ireland

Telephone: +353 1 436 1000

Website: <https://www.google.ie/>

Company.

5.1.2. Personal data is not handled during visit analysis therefore there is no data processing in case of anonymous visit analysis.

5.2. Data processors used for the purpose of marketing activities

5.2.1. Parties involved in data processing: Users who visit the website and agree to use their browsing data for marketing purposes.

5.2.2. Website is used by data processor to visualize targeted advertisements:

Google Ireland Ltd.

Registration number: 11603307

Tax number: IE 6388047V

Headquarters: Gordon House, Barrow Street, Dublin 4, Ireland

Postal address: Gordon House, Barrow Street, Dublin 4, Ireland

Telephone: +353 1 436 1000

Website: <https://www.google.ie/>

Company and also

Meta Platforms Ireland Ltd. (Facebook)

Registration number: 462932

Tax number: IE 9692928F

Headquarters: 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

Postal address: 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

Telephone: +001 650 543 4800

Message: <https://facebook.com/help/contact/540977946302970>

Website: <https://www.facebook.com/privacy/explanation>

Company and also

Pinterest Europe Ltd.

Registration number: 536944

Headquarters: Palmerston House, 2nd Floor, Fenian Street, Dublin 2, D02WD37, Ireland

Postal address: Palmerston House, 2nd Floor, Fenian Street, Dublin 2, D02WD37, Ireland

E-mail address: hallo@pinterest.com

Website: <https://pinterest.com/>

Company

(together called as Data Processors in the followings).

- 5.2.3. Scope of data involved in data processing: this relates to all browsing data described in present Cookie information, preferences and the conclusions drawn from these.
- 5.2.4. Goal of using data processors: to ensure information technology used to visualize targeted advertisements for you.
- 5.2.5. Period of data processing: It correlates with processing period indicated in this Cookie information for processing with various purposes by Data Processors.
- 5.2.6. Type of data processing: Information technological data collecting by various online IT solutions.
- 5.3. Data processing does not serve any other purposes.
- 5.4. We do not make use of any other data processors except those named above.

This information report contains information about information technological data processing. For the validity of above described data processing and for particular information about data processing in concern of other personal data please read the document called '[Privacy policy](#)'.

February 24, 2023

Mybettershelf Kft.