COOKIE-POLICY

Privacy Notice

1. Data controller information

Data controller's current information
- Name: **ABZ Innovation Kft.**
- Registered office: **3 Kalászi Street, Szentendre 2000, Hungary**
- Company registration number: **13-09-216451**
- Tax identification number: **27491546-2-13**
- Phone number: **+36 20 428 1376**
- Email address: **info@abzinnovation.com**

2. What are "cookies"?

When visitors visit the website at **https://www.abzinnovation.com/**, a small file called a "cookie" is placed on their computer, which can serve several purposes.

Some of the "cookies" we use are essential for the proper functioning of the site ("process cookies"), while others collect information about the use of the website (statistics) to make it even more convenient and useful. Some "cookies" are only temporary and disappear when the browser is closed, while others are persistent and remain on the computer for a longer period of time.

3. Purpose of "cookies"

3.1. By recording the visitor's settings and usage habits, the navigation on the website is facilitated, thereby making the **website easier to use**,

3.2. **Improving the user experience** by collecting information about how the visitor uses the website, and which subpages they visit or use most frequently. This way we can find out how to provide an even better user experience when they visit our site again,

3.3. Collecting statistics to understand how visitors use the website in addition to other **online services, which we can further develop** through analysis,

3.4. **Developing the website** and making it transparent according to visitor needs

3.5. **Placing targeted advertisements,** if necessary, to display the most relevant offers to the visitor.

4. Types of cookies

4.1. "session cookies"

"Session cookies" are necessary for browsing the website and using its basic functions, among other things, they allow the visitor to remember the actions performed on a given page, function, or service. Without the use of "session cookies", the smooth use of the website cannot be guaranteed. Their validity extends to the duration of the visit, and the "cookies" are automatically deleted at the end of the session or when the browser is closed.

Ensuring the proper functioning of the website is carried out in accordance with the applicable laws and regulations.
The "session cookies" used by the website are as follows:

Name of cookie	Purpose of using the cookie	Storage time
CookieConsent	Store the status of the user's consent to cookies on the website.	1 year
rc::a	Distinguish between human and machine visitors to the site, thereby giving the website owner a realistic picture of website usage.	After the end of the session or within 2 years after closing the browser
rc::c	Distinguish between human and machine visitors to the site, thereby giving the website owner a realistic picture of website usage.	After the end of the session or within 2 years after closing the browser
wc_cart_hash_#	Store information about the user's shopping cart	Until the withdrawal of consent
wc_fragments_#	Store visitor login information, so they don't have to log in again when the browser is closed.	Until the browser is closed
CONSENT	Used to detect whether the visitor has accepted the marketing category on the cookie banner. This cookie is necessary for the website's data privacy compliance.	2 years
_ga	Registers the unique identifier that generates statistical data on how the visitor uses the website.	399 days
_gat	Store the ratio according to the throttle request used by Google Analytics.	1 day

_gid	Registers the unique identifier that generates statistical data on how the visitor uses the website.	1 day
yt-player-headers-readable	Used to determine the optimal video quality based on the visitor's device and network settings.	17 days
_hjRecordingEnabled	This cookie is used to identify the visitor and optimize the relevance of ads by collecting visitor data from multiple websites - usually provided by a third-party data center or advertising network.	Until the browser is closed
VISITOR_INFO1_LIVE	Attempts to estimate the bandwidth of users on pages containing integrated YouTube videos.	179 days
ytidb::LAST_RESULT_ENTRY_KEY	Store the user's video player settings using embedded YouTube videos	1 year
yt-remote-cast-available	Store the user's video player settings using embedded YouTube videos	Until the browser is closed
yt-remote-cast-installed	Store the user's video player settings using embedded YouTube videos	Until the browser is closed
yt-remote-connected-devices	Store the user's video player settings using embedded YouTube videos	1 year
yt-remote-device-id	Store the user's video player settings using embedded YouTube videos	1 year
yt-remote-fast-check-period	Store the user's video player settings using embedded YouTube videos	Until the browser is closed
yt-remote-Session-app	Store the user's video player settings using embedded YouTube videos	Until the browser is closed
yt-remote-Session-name	Store the user's video player settings using embedded YouTube videos	Until the browser is closed

4.2. "cookies required for creating statistics"

We try to fill the website with content preferred by visitors, for which we need to create statistics on visitation habits.

The website uses the following cookies necessary for creating statistics:

Name of cookie	Purpose of using the cookie	Storage time
elementor	The cookie allows the website owner to apply or modify the content of the website in real-time.	Until the withdrawal of consent
_hjAbsoluteSessionInProgress	This cookie is used to count how many times the website was visited by different visitors - this is done by assigning an identifier to the visitor, so a visitor is not registered twice	1 day
_hjFirstSeen	This cookie is used to determine if the visitor has previously visited the website or if they are a new visitor.	1 day
_hjIncludedInSessionPageviewSample	It is used to detect user navigation and interactions in website analytics.	1 day
_hjIncludedInSessionSample	It records data on visitor website behavior. This is used for internal analysis and website optimization.	1 day
_hjRecordingLastActivity	It sets a unique identifier for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	Until the browser is closed
hjSession#	It collects statistics on the visitor's website visits, such as the number of visits, the average time spent on the website, and which pages they read.	1 day
hjSessionUser#	It collects statistics on the visitor's website visits, such as the number of visits, the average time spent on the website, and which pages they read.	1 year

	It sets a unique identifier for the session. This allows the website to obtain data on visitor behavior for statistical	
hjViewportId	purposes.	Until the browser is closed

4.3. "cookies required for marketing activities"

The purpose of using "marketing cookies" is to select the advertisements that are most relevant or important to our visitors and display them on our website. In addition, we can measure the performance of our campaigns using these cookies.

The website uses the following "marketing cookies":

Name of cookie	Purpose of using the cookie	Storage time
collect	Data is sent to Google Analytics about the visitor's device and behavior. It tracks the visitor through devices and marketing channels.	Until the browser is closed
_fbp	Facebook uses multiple advertising products, such as real time bidding from third-party advertisers.	3 months
_gcl_au	Google AdSense uses this to experiment with advertising efficiency on websites that use their services.	3 months
IDE	Google DoubleClick registers and reports the website user's activities after viewing or clicking on an advertiser's ad in order to measure ad effectiveness and show targeted ads to the user.	1 year
pagead/landing	Data is collected from multiple websites about the visitors' behavior to display more relevant ads. This also allows the website to limit how many times the same ad is displayed.	Until the browser is closed
pagead/1p-user-list/#	It tracks whether the user has shown interest in certain products or events on multiple websites and detects how the user navigates between websites. This is used to measure advertising experiments and	Until the browser is closed

	facilitate payment of referral fees between websites.	
pagead/landing	Data is collected from multiple websites about the visitors' behavior to display more relevant ads. This also allows the website to limit how many times the same ad is displayed.	Until the browser is closed
YSC	It registers a unique identifier to generate statistics about which YouTube videos the user has watched.	Until the browser is closed

5. Checking "cookie settings", disabling "cookies"

Modern browsers allow for changes to be made to "cookie settings". Some browsers automatically accept "cookies" by default, but this setting can be changed to prevent automatic acceptance in the future. If changed, the browser will offer the option to choose "cookie settings" on subsequent visits.

Even if "cookies" are enabled, the Data Controller does not store any identifiers or passwords. Visitors can safely use the services even if they accept "cookies".
We would like to remind visitors that cookies are intended to support and facilitate website usability and processes. If cookies are disabled, we cannot guarantee that visitors will be able to fully use all of the website's functions. In this case, the website may operate differently than intended in the browser.

6. Additional detailed information about the "cookie settings" of the following browsers

Google Chrome

Firefox

Microsoft Internet Explorer 11

Microsoft Internet Explorer 10

Microsoft Internet Explorer 9

Microsoft Internet Explorer 8

Safari

7. Legal background

The legal basis of data processing

- According to the General Data Protection Regulation (GDPR, 2016/679/EU) and the Act CXII of 2011 on Informational Self-Determination and Freedom of Information (Info Act), the legal basis for data processing is the **voluntary consent of visitors,**
- Additionally, the data processing authorization provided by Section 13/A of Act CVIII of 2001 on Certain Issues of Electronic Commerce Services and Information Society Services (Elkertv.), which allows the processing of visitors' personal identification data (name, birth name, mother's birth name, birthplace, and date) and address without the visitor's consent for the purpose of creating, defining, modifying and monitoring contracts related to the provision of information society services, invoicing fees and enforcing related claims, as well as for processing personal identification data, address, time, duration, and location of the service use, for the purpose of invoicing fees related to the contract for the provision of information society services.

Dated: December 5, 2022 (Budapest, Hungary)

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