**Cookie Policy**

**1. General Information**

The Happy Business Services Ltd. (Address: 18. Szent István körút, Budapest, 1137, Hungary; telephone: 36-1-452-1700; e-mail: [info@hbs.hu](mailto:info@hbs.hu); henceforth HBS or Company) controls all personal data obtained according to the General Data Protection Regulation (EU) decree 2016/679 (also known as GDPR) of the European Parliament and Council, just as well as to other relevant data protection law, and applies the necessary security, technical and organizational procedures to grant the safety of data on its webpage <https://covid-19.hbs.hu> (henceforth: webpage).

**2. Information on Cookies**

Similarly to other webpages, HBS uses cookies on their webpages, therefore on <https://covid-19.hbs.hu>, as well, in order to comply the needs of the visitors and to obtain useful business and marketing information.

**What are Cookies?**

Cookies are small text files sent to the electronic devices of the persons concerned (visitors). Cookies may contain personal data (e.g. visiting history), too, but never contain information that can be used for identifying the visitor. On the other hand, these cookies help provide personalized experience for the visitors. The information may refer to the visitor’s preferences, the device used by the visitor, or to ensure the expected operation of the webpage. If the visitor does not give a consent to the use of cookies during they visit the webpage of HBS, in the first step, they are to change the setup of their Internet browser. In this case the visitor cannot access to certain parts of the webpage (e.g. storing the preferences, username, password etc.)

Cookies are stored on the device used for accessing the webpage (e.g. computer, mobile phone). This does not mean that HBS is able to access any other data on these devices.

**Why are Cookies used by the Company on the Webpage?**

Cookies are used for understanding the needs and habits of the visitors so that the webpage can be developed constantly. Building on the experience gained from the visits the Company can help provide personal preferences for the visitors. (E.g. the cookies can recognize if the visitor returns to the page). Moreover, cookies can be used for offering products and services to the visitors.

**What Types of Cookies are being Used?**

There are several types of cookies as follows:

* Necessary cookies: these cookies are essential for the operation of the webpage, therefore collecting them cannot be turned off. These cookies are generally recorded due to the activities of the visitor, such as, setting up preferences, logging in or entering data on the webpage. However, by changing the setup of the browser used these cookies can be blocked or deleted, but in this case certain parts of the webpage will not be available.
* Statistical (analytical) cookies: these are to help HBS learn how the visitors use the webpage. Thus, they help HBS develop the webpage constantly, to satisfy the needs of the visitors.
* Functional cookies: these cookies enable preferences and certain special functions. These are placed on the visitor’s device by HBS or by a third party which provides services to HBS. If the visitor does not allow these cookies, certain special functions of the webpage may not run properly.
* Marketing cookies: these are used by HBS to personalize the advertisements and to display targeted advertisements so that the visitors can see the advertisements of their most relevance. Another function of these cookies to help HBS prevent showing advertisements have been displayed to the visitor before. Marketing cookies also make it sure that the advertisements are being displayed properly, their reach is being measured, and in case the visitor withdraws their consent to enable marketing cookies, to block the advertisements for them. These data are not transferred to third parties by HBS.

Cookies are stored until they are deleted by the visitor or their storing time is expired. Regarding the duration of storing the standards are as follows:

* Session cookie: these cookies are stored temporarily. Their storing time is linked to the session starts when the visitor opens the browser and ends when they close it. Closing the browser makes all session cookie deleted.
* Persistent cookie: these cookies are stored for the duration shown in the table below. They are not deleted when the browser is closed; they are stored for a definite amount of time.

Regarding the internet page where the cookies are being stored, there are two categories:

* Self cookies: these are stored on the webpage visited by the person concerned
* Third party cookies: these are stored on another website, rather than the website of HBS.

**What Other Types of Data are Being Stored?**

To collect several types technical or transaction-related, standardized data the Company may collect further data about the visitors why they visit the webpage; so that the webpage can operate optimally and the Company can improve its content constantly. The types of information are the following:

* Data on the browser and the device used for visiting the webpage,
* Statistical information on the use of the webpage.

The certain cookies are summarized in the table as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Cookie** | **Description** | **Duration** | **Type** |
| **\_gid** | This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form. | 1 day | Analytics |
| **\_fbp** | This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form. | 3 months | Analytics |
| **\_ga** | This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors. | 2 years | Analytics |
| **xs, datr, spin, wd, fr, c\_user, locale, sb** | Facebook security cookies that are stored upon consent of the visitor. | 1–2 years | Re-marketing |
| **frontend\_lang** | This cookie remembers the language selection of the user. | session | System |
| **cookieconsent\_status** | Storing cookie consent status | session | Functional |

**How Can the Cookie Settings Be Changed?**

When the user visits the webpage, the necessary cookies are being stored on their device. Regarding the cookies listed above and other cookies, HBS asks for the visitor’s consent priorly to the storing of them. This consent can be expressed in the box referring to the “cookies” which appears after the webpage has been loaded. At the same place the user can set it up which cookies they give consent to.

If the visitor does not specify their consent to cookies or wants to withdraw their prior consent, they can do so anytime, either at the corresponding menu of their browser, or at the corresponding section of the webpage.

Most browsers enable cookie control through their setup system. Further information on the cookies, including setting up the acceptance of them, can be found on the following webpages: [www.aboutcookies.org](http://www.aboutcookies.org), [www.allaboutcookies.org](http://www.allaboutcookies.org). The visitor can change their cookie setup anytime by changing the browser setups. The setup menus of the most frequently used browsers are available by clicking on the following links:

[Google Chrome](https://support.google.com/accounts/answer/61416?hl=hu)\  
[Mozilla Firefox](https://support.mozilla.org/hu/kb/sutik-informacio-amelyet-weboldalak-tarolnak-szami?redirectlocale=hu&redirectslug=Su%CC%88tik+kezele%CC%81se)\  
[Internet Explorer](https://support.microsoft.com/hu-hu/help/17442/windows-internet-explorer-delete-manage-cookies#ie=ie-11)\  
[Opera](https://help.opera.com/en/latest/web-preferences/#cookies)\  
[Safari](https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac)

**External Links**

The webpage of HBS may provide links to other companies, organizations, or public bodies; it can have contacts that enable the direct access of the webpage. All of these pages have their own cookie, information collecting and using policies. Should the visitor have issues or questions regarding these pages, it is recommended to contact the person specified in their corresponding policies.

The HBS takes no responsibility for the content or the setup of webpages operated by other data controllers.

**Google Analytics**

This webpage uses the services of Google Analytics and other analytical methods to analyze how the visitors use the webpage. These applications use cookies, too, which are fully encrypted. These cookies cannot be used for collecting information from the hard disk or memory of the visitors, nor about their e-mail address or other personal data.

HBS uses the information obtained in this way to evaluate how the visitors use the webpage, to make statistic reports on their activities and to display targeted advertisements on other webpages. HBS never uses these analytical tools for collecting personal data on the visitors of the webpages, and never allows this activity to any third parties.

Google never pairs the IP address of the visitors of the webpage with any other data being in their possession. HBS never attempts to identify the user of a computer or other device using their IP address. No data collected by the webpage of HBS will be paired with any data obtained from other sources.

**Google Ads Remarketing**

Our webpage is being advertised by Google Ads among the search engine’s results and on webpages of third parties. For this purpose, when our webpage is visited, a remarketing cookie set up by Google automatically enables advertisements on the basis of interest, using an anonymized cookie ID on the pages the user visits. When the Google Ads remarketing is ended by us, the data collected in this way will be deleted.

Any other data processing may happen only in case of the visitor’s consent which includes the pairing of the visitor’s Google account with the browsing history by Google, and enables Google to use the data obtained from the visitor’s account to customize the advertisements appearing on the Internet. If the visitor is logged in to their Google account while visiting our webpage, their data can be used with the help of Google Analytics to create and define target group lists, and for remarketing purposes on the different devices used by the visitor. Google pairs the visitor’s personal data with the data of Google Analytics for this purpose, but only temporarily.

Remarketing cookies can be turned off on the following page: <https://adssettings.google.com/authenticated?hl=en>

Further information about cookie settings can be found on the following page where the setup can be changed, as well: <https://digitaladvertisingalliance.org/about>.

Regarding the data processing performed by Google, further information can be found in the Privacy Policy of Google.

**Online Activity on Facebook and Google**

The presence of the Company in the social media and network enables better communication with its clients. The Company can provide information on their products and special sales. When the user visits the page of the Company using the social network, their data can be collected and stored automatically, for market research and advertising purposes. An anonymized user profile is generated from these data, which can be used for displaying targeted advertisements on and out of the social media platform. For this purpose, we use cookies which store the behavior and interests of the visitor. When the operators of a social media platform ask for the consent of the visitor (e.g. using a box that can be ticked), the legal basis of data controlling is GDPR act, 6 article, 1 paragraph, a) point. These social media service providers have their own Privacy Policies which explain and elaborate every information on the data processing and controlling, alongside all the legal and technical setup possibilities. The corresponding links of Facebook and Google (YouTube) are the following:

Facebook: <https://www.facebook.com/about/privacy/>\  
Google/YouTube: <https://policies.google.com/privacy>\  
Facebook: <https://www.facebook.com/settings?tab=ads>\  
Google/YouTube: <https://adssettings.google.com/authenticated>