

## COOKIE POLICY

Similarly to other websites, our website uses cookies and we would like to update you in this regard as follows.

The [budapestitavaszfesztival.hu](http://budapestitavaszfesztival.hu) website (hereinafter: Website) are operated by the Budapest Brand Nonprofit Zártkörűen Működő Részvénytársaság (hereinafter: Controller or Company).

### Important terms of the policy and their interpretation:

Personal data:	any information relevant to an identified or identifiable natural person (Data Subject). Those natural persons are identifiable who can be identified directly or indirectly, especially with reference to an identifier such as a name, telephone number, address, location data or online identifier.
Data Subject:	natural persons who contacted or will contact the Controller through the Website and with respect to whom the Controller processes personal data
Data processing:	means any operation or all operations performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or making the data available otherwise, alignment or combination, restriction, erasure or destruction

### What is a cookie and why do we use cookies?

Cookies are small text files that are stored by the visited website through the internet browser programme in your computer, mobile phone or tablet, i.e. on the device used for visiting the Website. Its function is to customize browsing at the Website, to make it more comfortable, thus to make it easier to use the services and to enable the Controller to collect analytical data for improving the user experience at the Website. The cookies also help the Controller to send targeted, personalised offers and advertising materials to the data subject. Some of the cookies used by the Website are used by third party service providers. In the policies the Controller describes to the data subjects in details what cookies are used by whom and for what purpose and how long these cookies remain on certain devices without your intervention.

Some cookies used by the Controller are indispensable for the proper operation of some services, while other cookies collect information about the website usage (statistics) so that the Controller can provide an even more comfortable and useful Website to the visitors. Some cookies are only

temporary and they disappear upon closing the browser but there are also permanent ones that remain on the device for a given period. Thus some cookies are indispensable for operating the Website, while some others are used by the Controller in order to enhance the performance and the user experience as well as to learn about the user and purchase customs.

According to the laws, the Controller may store the cookies on the device if it is indispensable for the Website operation, and the usage of all other cookie types is subject to a permit by the data subject. Should the data subject not permit the cookie usage, it may happen that most functions will perhaps not operate according to the expectations.

The data subject may modify or withdraw the consent to cookie usage at the Website at any time.

### **Types of cookies used by us**

#### **– Necessary Cookies**

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Cookie name	Provider	Cookie purpose description	Expiry	Type
CMPList	budapesttavaszfesztival.hu www.quantcast.com	Stores the user's cookie consent state for the current domain	Persistent	HTML
wordpress_test_cookie	budapesttavaszfesztival.hu	Used to check if the user's browser supports cookies.	Session	HTTP
wp-wpml_current_language	budapesttavaszfesztival.hu	Designates the country code that is calculated based on the user's IP address. Used to determine what language should be used for the visitor.	Session	HTTP

#### **– Cookies used for statistical purposes**

The Statistical cookies help to understand how our users use the Website. Such cookies help, for example, to measure website visits and the time spent on certain sub-pages as well as to select the most popular content. The data collected by statistical cookies are generally anonymous and the person of the data subject cannot be identified through them. At the same time, the Controller draws the attention of the data subjects to the fact that in the case of actively logging into certain Google services, Google may connect the data of the Google account with the data provided by Google Analytics at the Website and in the case of "Login with Facebook account" Facebook also collects data about the data subject's activities at the Website and connects them to the data subject's Facebook profile.



Cookie name	Provider	Cookie purpose description	Expiry	Type
_dit	budapestitavasizfesztival.hu / Google Tag Manager	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session	HTTP
_ga	budapestitavasizfesztival.hu / google-analytics.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 year	HTTP
_gat	budapestitavasizfesztival.hu / google-analytics.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP
_gid	budapestitavasizfesztival.hu / google-analytics.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP
collect	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	Pixel

– **Cookies used for marketing purposes**

The Controller uses marketing cookies to track the activities of the visitors at the Website. The goal is that the Controller should publish relevant advertisements and promotions to the users and should encourage them for action.

Cookie name	Provider	Cookie purpose description	Expiry	Type
_gcl_au	Google AdSense	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	HTTP
ads/ga-audiences	Google AdWords	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	Pixel
sib_cuid	sendinblue.com sibautomation.com	Collects information on the user's website navigation and preferences - This is used to target potential newsletter based upon this information.	6 months	HTTP
uuid	sendinblue.com	This cookie is used to optimize ad relevance by collecting visitor data from multiple websites.	6 months	HTTP



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**The features of data processing upon cookie usage**

**The legal ground of data processing:** the data subject's consent to cookie usage or the Controller's legitimate interest.

**The scope of data subjects:** all data subjects visiting our website.

**The purpose of data processing:** identifying the users, tracking visits and usage, learning about the user habits, usage for statistical purposes, optimizing the internet presence, increasing system security.

**Period of data processing:** in the case of session cookies the period of data processing lasts until the end of the visit to our website. In the case of further cookies, the Controller detailed the lifespan of each cookie in the above paragraph. The data subjects also have the opportunity to erase cookies in the Tools/Settings menu of the browsers, generally under the Data Protection menu point.

**Possible controllers entitled to access the data:** Personal data may be processed by the Controller's associates by observing the above basic principles and the provisions of the effective Data Processing and Privacy Policy.

**Introduction of the data subjects' rights concerning data processing:** The data subject can refuse the usage of cookies through the settings of the computer or the device used for browsing or the browser used for accessing the website. You can also erase the cookies in the Tools/Settings menu of the browsers, generally under the Data Protection menu point.