

Privacy Policy

Effective from: 24 April 2026 until revoked

I. Introduction

The Data Controller is committed to the protection of personal data and carries out data processing in accordance with the applicable laws, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation, "GDPR").

The purpose of this Privacy Policy is to provide data subjects with transparent and detailed information on the circumstances of data processing.

II. Details of the Data Controller

- Name: Koffein Group Kft.
- Registered office: 1023 Budapest, Bécsi út 3-5. 5. 56., Hungary
- Postal address: 1023 Budapest, Bécsi út 3-5. 5. 56., Hungary
- Email: hello@koffeinroasters.hu, info@koffeinservice.hu
- Telephone: +36 1 206 1881
- Customer service hours: Monday to Friday, 08:00–16:30

The Data Controller is not required to appoint a Data Protection Officer.

III. Scope of Data Processing

This Privacy Policy applies to data processing activities carried out on the following interfaces:

- www.koffeinroasters.hu
- www.koffeinservice.hu
- portal.koffeinservice.hu
- www.delonghikoffeinservice.hu/

IV. Principles of Data Processing

During data processing, the Data Controller applies the following principles:

- lawfulness, fairness and transparency
- purpose limitation
- data minimisation
- accuracy
- storage limitation
- integrity and confidentiality

V. Legal Bases of Data Processing

The Data Controller processes personal data on the following legal bases:

- performance of a contract (Article 6(1)(b) GDPR)
- compliance with a legal obligation (Article 6(1)(c) GDPR)
- consent (Article 6(1)(a) GDPR)

Data processing for marketing purposes is carried out exclusively on the basis of the data subject's prior consent.

VI. DATA PROCESSING ACTIVITIES

Name of processing activity	Purpose	Legal basis	Data processed	Retention period
Contact (form, email, telephone)	Communication, preparation of quotations	Consent (Article 6(1)(a) GDPR)	name, email address, telephone number, content of the message	1 year
Preparation of quotations and lead management (MiniCRM)	Preparation of quotations, follow-up	Taking steps prior to entering into a contract (Article 6(1)(b) GDPR), legitimate interest	name, email address, telephone number, company data, communication	3 years
Performance of contract (rental, service)	Provision of services	Performance of a contract (Article 6(1)(b) GDPR)	name, address, email address, telephone number, company data	5 years
Webshop purchase (koffeinroasters.hu)	Sale of products	Performance of a contract	name, address, email address, telephone number, order data	5 years
Use of partner portal (portal.koffeinservice.hu)	Servicing contracted partners	Performance of a contract	name, email address, login data, order data	duration of contract + 5 years
Invoicing	Issuing invoices, accounting	Compliance with a legal obligation (Article 6(1)(c) GDPR)	name, address, tax number, purchase data	8 years
Payment transactions	Processing payments	Performance of a contract	name, transaction data	8 years
Delivery	Delivery of products	Performance of a contract	name, address, telephone number, email address	5 years
Newsletter (Brevo)	Marketing communication	Consent (Article 6(1)(a) GDPR)	name, email address	until unsubscribe
Marketing automations (Brevo + MiniCRM)	Follow-up, offers	Consent	name, email address, activity data	until unsubscribe
Remarketing and advertisements (Google Ads, Meta)	Personalised advertisements	Consent	cookie identifiers, behavioural data	until withdrawal of consent
Web analytics (Google Analytics 4)	Statistics, development	Consent	IP address (anonymised), behavioural data	14 months
User behaviour analysis (Hotjar)	UX development	Consent	IP address (shortened), interactions	12 months
Cookie management (CookieYes)	Management of consents	Consent	IP address, consent status	1 year
Server-side measurement (Stape)	Forwarding data to analytics/marketing systems	Consent	IP address, event data	for the period technically necessary
Social media presence (Facebook, Instagram)	Communication, marketing	Consent	public profile data	until unsubscribe / withdrawal

VII. RECIPIENTS (OTHER CONTROLLERS AND DATA PROCESSORS)

The Data Controller uses external data processors (recipients) for the performance of certain tasks.

1. HOSTING AND INFRASTRUCTURE

For the website www.koffeinroasters.hu

Data Processor: Hostinger International Ltd.

Address: 61 Lordou Vironos Street, 6023 Larnaca, Cyprus

Tax number: 10301365E

Email: hu@hostinger.com

Website: <https://www.hostinger.hu/>

Telephone: +357 22232364

The data processor's privacy policy is available at: <https://www.hostinger.com/legal/privacy-policy>

The data processor is used in order to make the website available and to ensure its proper operation.

The data processor performs data storage. The place of data storage is the data processor's server.

[For delonghikoffeinservice.hu](https://delonghikoffeinservice.hu)

Data Processor: DotRoll Kft.

Registered office: 1148 Budapest, Fogarasi út 3-5., Hungary

Privacy policy: <https://dotroll.com/hu/adatvedelmi-szabalyzat>

Purpose of using the data processor: provision of domain name services and DNS management.

Scope of data processed: technical data, domain-related settings, IP addresses.

[For www.koffeinservice.hu](https://www.koffeinservice.hu) and portal.koffeinservice.hu

CDN and security

Cloudflare, Inc.

Registered office: 101 Townsend St, San Francisco, CA 94107, USA

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

Services: CDN (Content Delivery Network); proxy service; website acceleration; DDoS protection; security filtering.

Data processed: IP address; network traffic data; security logs.

Legal basis: Article 6(1)(f) GDPR – legitimate interest.

The data processor's privacy policy is available at: <https://www.cloudflare.com/privacypolicy/>

2. PAYMENT BY BANK TRANSFER

Payment of the purchase price of the ordered product/service.

Data Processor: Erste Bank Hungary Zrt. (central address: 1138 Budapest, Népfürdő u. 24-26., Hungary; telephone: +36 (1) 298-0222; fax: +36 (1) 272-5160; email: adatvedelem@erstebank.hu)

The data processor's privacy policy is available at: <https://www.erstebank.hu/hu/adatkezelesi>

The data processor is used because, in the case of bank transfer, the amount payable must be paid to the bank account of the Data Controller held with the data processor.

The data processor receives the following data: 1. name of the bank account holder; 2. bank account number; 3. details of the account-holding bank.

3. PAYMENT VIA SIMPLEPAY

Payment of the purchase price of the ordered service by bank card.

Data Processor: OTP Mobil Szolgáltató Kft. (address: 1143 Budapest, Hungária krt. 17-19, Hungary; contact of the Data Protection Officer: ugyfelszolgalat@simplepay.hu)

The data processor's privacy policy is available at: <https://simplepay.hu/adatkezelesi-tajekoztatok/>

The data processor is used to enable payment of the price of the ordered product/service by bank card.

The data processor receives the following data: When using the bank card payment function of the SimplePay Service, the Customer enters the card data on the relevant online interface, including the name shown on the card, card number, expiry date, name of the card-issuing bank and CVC/CVV security code. These card data are processed by SimplePay partly as the processor of the Merchant, while OTP Bank Nyrt. and Borgun hf., which provide the bank card acquiring background

behind the SimplePay service, may access such data as independent controllers. The merchant does not have access to the card data.

4. INVOICING SERVICE

Proper issuing of invoices and debt management.

1. KBOSS.hu Kft. (Számlázz.hu)

Data Processor: KBOSS.hu Kereskedelmi és Szolgáltató Korlátolt Felelősségű Társaság (KBOSS.hu Kft.)

Contact: 1031 Budapest, Záhony utca 7., Hungary; email: dpo@kboss.hu

Privacy policy: <https://www.szamlazz.hu/adatvedelem/>

The data processor is used for the proper issuing of invoices and for forwarding data to the Hungarian Tax Authority (NAV).

The data processor receives the following data: billing name, residential address/registered seat, tax number, email address (if included on the invoice).

2. MiniCRM Zrt.

Data Processor: MiniCRM Zrt.

Contact: 1075 Budapest, Madách Imre út 13-17., Hungary; email: help@minicrm.hu

Privacy policy: <https://www.minicrm.hu/adatvedelem/>

The data processor is used for the proper issuing of invoices and for debt management.

The data processor receives the following data: billing name, residential address/registered seat, tax number, email address (if included on the invoice).

5. ACCOUNTING SERVICE

Verification of the proper issuing of invoices and retention of accounting documents.

Data Processor: TONIAGROUP Kft. Contact: 2030 Érd, Nagy Lajos utca 89.; 1115 Budapest, Kelenföldi út 2.; telephone: +36 1 200 1340

The data processor is used for checking the proper issuing of invoices and for retaining accounting documents.

The data processor receives the following data: billing name, residential address/registered seat, tax number, email address (if included on the invoice).

6. POSTAL AND COURIER SERVICES

Delivery of ordered products.

1. Magyar Posta Zrt.

Data Processor: Magyar Posta Zrt. (registered office and postal address: 1138 Budapest, Dunavirág utca 2-6., Hungary; telephone: +36 1 767 8282; email: adatvedelem@posta.hu)

Privacy policy: https://www.posta.hu/adatkezelesi_tajekoztato

The data processor is used to deliver the ordered product to the home address or to a parcel point. The data processor receives the following data: 1. recipient's name; 2. recipient's address; 3. recipient's telephone number; 4. recipient's email address.

2. GLS General Logistics Systems Hungary Kft.

Data Processor: GLS General Logistics Systems Hungary Kft. (registered office and postal address: 2351 Alsónémedi, GLS Európa utca 2., Hungary; email: adatvedelem@gls-hungary.com)

Privacy policy: <https://gls-group.eu/HU/hu/adatvedelmi-szabalyzat>

The data processor is used to deliver the ordered product to the home address or to a parcel point. The data processor receives the following data: 1. recipient's name; 2. recipient's address; 3. recipient's telephone number; 4. recipient's email address.

3. iLogistic Logisztikai Kft.

Data Processor: iLogistic Logisztikai Kft. (registered office and postal address: 2051 Biatorbágy, Verebény László u. 2., Hungary; telephone: +36 23 804 211; email: penzogy@ilogistic.hu)

Privacy policy: <https://ilogistic.hu/adatvedelmi-tajekoztato>

The data processor is used for preparing the ordered product, issuing the invoice, packaging the ordered product and handing it over to the courier service. The data processor receives the following data: 1. recipient's name; 2. recipient's address; 3. recipient's telephone number; 4. recipient's email address; 5. billing name; 6. billing address/registered office in the case of companies; 7. tax number in the case of companies.

4. FoxPost Zrt.

Data Processor: FoxPost Zrt. (registered office: 3300 Eger, Pacsirta utca 35/A, Hungary)

Email: info@foxpost.hu

Website: <https://foxpost.hu/>

Privacy policy: <https://foxpost.hu/adatkezelesi-tajekoztato>

Purpose of using the data processor: delivery of the ordered product to a parcel locker.

Scope of data processed: 1. recipient's name; 2. recipient's telephone number; 3. recipient's email address; 4. parcel identification data.

Legal basis: Article 6(1)(b) GDPR – performance of a contract.

7. RECEIVING MESSAGES AND CONTACT MANAGEMENT

The Data Controller uses several communication channels and systems when communicating with data subjects.

a) Email communication

Data Processor: Microsoft Corporation

Registered office: One Microsoft Way, Redmond, WA 98052, USA

Privacy policy: <https://privacy.microsoft.com/>

The data processor is used for sending and receiving email messages.

Scope of data processed: name, email address, content of correspondence.

Legal basis: performance of a contract, legitimate interest.

b) Social media communication (Facebook, Instagram, Messenger)

Data Processor: Meta Platforms Ireland Ltd.

Registered office: 4 Grand Canal Square, Dublin 2, Ireland

Privacy policy: <https://www.facebook.com/privacy/policy>

The Data Controller is present on the Facebook and Instagram social platforms and also uses Messenger messaging.

The data processor is used for the following purposes: sending and receiving messages, managing comments, community communication and marketing presence.

Scope of data processed: public profile data, name, content of messages, reactions, comments.

The data subject may voluntarily provide additional personal data through the social media interfaces.

Legal basis: consent.

The Data Controller may also use subcontractors for the management of social media pages, who may have access to public data and interactions.

c) Newsletter and marketing communication

Data Processor: Brevo (Sendinblue SAS)

Registered office: 106 boulevard Haussmann, 75008 Paris, France

Privacy policy: <https://www.brevo.com/legal/privacypolicy/>

The Data Controller uses the Brevo system for sending newsletters, managing marketing campaigns and automated communication.

Scope of data processed: name, email address, activity data (opens, clicks).

Legal basis: consent.

d) CRM-based communication and follow-up

Data Processor: MiniCRM Zrt.

Registered office: 1075 Budapest, Madách Imre út 13-17., Hungary

Privacy policy: <https://www.minicrm.hu/adatvedelem/>

The Data Controller uses the MiniCRM system for managing leads, tracking quotations, managing customer communication and follow-up processes.

Scope of data processed: name, email address, telephone number, company data, communication history.

Legal basis: performance of a contract, legitimate interest.

8. WEB ANALYTICS AND MARKETING SERVICES

a) Google Ireland Ltd.

Data Processor: Google Ireland Ltd.

Registered office: Dublin, Ireland

Privacy policy: <https://policies.google.com/privacy>

Purpose: web analytics (Google Analytics 4) and online advertising (Google Ads).

Data processed: IP address (in shortened form), device data, behavioural data.

b) Hotjar Ltd.

Data Processor: Hotjar Ltd.

Registered office: Malta

Privacy policy: <https://www.hotjar.com/legal/policies/privacy/>

Purpose: analysis of user behaviour.

Data processed: IP address (partly anonymised), interactions.

c) Stape Inc.

Data Processor: Stape Inc.

Privacy policy: <https://stape.io/privacy-policy>

Purpose: server-side data processing and operation of analytics and marketing systems.

Data processed: IP address, technical data and event data.

d) CookieYes Ltd.

Data Processor: CookieYes Ltd.

Registered office: United Kingdom

Privacy policy: <https://www.cookieyes.com/privacy-policy/>

Purpose: management of cookie consents.

Data processed: IP address, consent status.

VIII. TRANSFER OF DATA TO THIRD COUNTRIES

In the case of certain data processors used by the Data Controller (in particular Google, Meta, Microsoft, Cloudflare, Hotjar and Stape), personal data may be transferred outside the European Union.

Data transfers are carried out with appropriate safeguards on the following legal bases:

- the European Commission's adequacy decision (EU–US Data Privacy Framework)
- the Standard Contractual Clauses (SCC) adopted by the European Commission

The Data Controller always endeavours to ensure that data transfers are carried out in accordance with the requirements of the GDPR.

Where the relevant provider is included on the EU–US Data Privacy Framework list, the transfer is based on that adequacy decision; otherwise, the transfer is carried out by applying the Standard Contractual Clauses (SCC) adopted by the European Commission.

IX. AUTOMATED DECISION-MAKING AND PROFILING

The Data Controller applies profiling to a limited extent for marketing purposes.

Profiling includes in particular the following activities:

- displaying remarketing advertisements (Google Ads, Meta)
- analysis of user behaviour (Google Analytics 4, Hotjar)
- marketing automations (Brevo, MiniCRM)

The data processing is carried out exclusively on the basis of the data subject's prior consent.

Automated decision-making does not produce legal effects concerning the data subject.

X. DATA SECURITY MEASURES

The Data Controller designs and carries out data processing operations in such a way that, during the application of the GDPR and other rules relating to data processing, the privacy of data subjects is protected. The Data Controller ensures the security of the data and takes the technical and organisational measures, and establishes the procedural rules, necessary to enforce the GDPR and other data protection and confidentiality rules.

The Data Controller protects data with measures proportionate to the risks, in particular against unauthorised access, alteration, transmission, disclosure, deletion or destruction, accidental destruction or damage, and inaccessibility resulting from changes in the technology used. In this context, the Data Controller stores the data subject's personal data in password-protected and/or encrypted databases. Within the framework of risk-proportionate protection, the Data Controller protects the data with firewalls, antivirus software and encryption mechanisms.

XI. RIGHTS OF DATA SUBJECTS RELATING TO DATA PROCESSING

The data subject's data protection rights and remedies, and the limitations thereof, are set out in detail in the GDPR (in particular Articles 15, 16, 17, 18, 19, 20, 21, 22, 77, 78, 79 and 82 GDPR). The data subject may request information about their data at any time, may request the rectification or erasure of their data or the restriction of processing, and may object to processing based on legitimate interest.

The most important provisions are summarised below.

The Data Controller draws the data subject's attention in particular to the following:

The data subject has the right to object at any time, on grounds relating to their particular situation, to the processing of their personal data based on the legitimate interests of the Data Controller. In such a case, the Data Controller may no longer process the personal data unless the Data Controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or which are related to the establishment, exercise or defence of legal claims. Where personal data are processed for direct marketing purposes, the data subject has the right to object at any time to the processing of personal data concerning them for such purposes. Where the data subject objects to processing for direct marketing purposes, the personal data may no longer be processed for such purposes.

1. Right to information

Where the Data Controller processes personal data relating to the data subject, the Data Controller is obliged to provide the data subject – even without a request from the data subject – with information on the most important characteristics of the data processing, including the purpose, legal basis and duration of the processing, the identity and contact details of the Data Controller and its representative, the contact details of the Data Protection Officer, the recipients of the personal data, in the case of processing based on legitimate interest the legitimate interests of the Data Controller and/or a third party, and the data subject's rights and remedies related to the processing, including the right to lodge a complaint with a supervisory authority. Where the data were not obtained from the data subject, the Data Controller shall also provide information on the source of the personal data and the categories of personal data concerned, unless the data subject already has this information. The Data Controller provides this information by making this Privacy Policy available to the data subject.

2. Right of access

The data subject has the right to obtain confirmation from the Data Controller as to whether personal data concerning them are being processed, and, where such processing is taking place, the right to access the personal data and certain information relating to the processing, including the purposes of processing, the categories of personal data concerned, the recipients of the personal data, the envisaged retention period, the data subject's rights and remedies (including the right to lodge a complaint with a supervisory authority), and, where the data were not collected from the data subject, any available information as to their source. Upon request by the data subject, the Data Controller shall provide a copy of the personal data undergoing processing. For any further copies requested by the data subject, the Data Controller may charge a reasonable fee based on administrative costs. Where the data subject has made the request by electronic means, the information shall be provided in a commonly used electronic form unless otherwise requested by the data subject. The right to obtain a copy shall not adversely affect the rights and freedoms of others.

3. Right to rectification

The data subject has the right to obtain from the Data Controller without undue delay the rectification of inaccurate personal data concerning them. Taking into account the purposes of the processing, the data subject has the right to have incomplete personal data completed, including by means of providing a supplementary statement.

4. Right to erasure

The data subject has the right to obtain from the Data Controller the erasure of personal data concerning them without undue delay, and the Data Controller is obliged to erase personal data concerning the data subject without undue delay where certain conditions are met. Among other things, the Data Controller is obliged to erase personal data at the request of the data subject where the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; where the data subject withdraws the consent on which the processing is based and there is no other legal basis for the processing; where the personal data have been unlawfully processed; where the data subject objects to the processing and there are no overriding legitimate grounds for the processing; or where the personal data must be erased for compliance with a legal obligation under Union or Member State law applicable to the Data Controller.

The above shall not apply where processing is necessary: (a) for exercising the right of freedom of expression and information; (b) for compliance with a legal obligation which requires processing under Union or Member State law applicable to the Data Controller; (c) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes, insofar as the right to erasure is likely to render impossible or seriously impair the achievement of the objectives of that processing; or (d) for the establishment, exercise or defence of legal claims.

5. Right to restriction of processing

The data subject has the right to obtain from the Data Controller restriction of processing where one of the following applies:

- the data subject contests the accuracy of the personal data, for a period enabling the Data Controller to verify the accuracy of the personal data;
- the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;
- the Data Controller no longer needs the personal data for the purposes of processing, but the data subject requires them for the establishment, exercise or defence of legal claims; or
- the data subject has objected to processing, pending verification whether the legitimate grounds of the Data Controller override those of the data subject.

Where processing has been restricted, such personal data shall, with the exception of storage, only be processed with the data subject's consent, or for the establishment, exercise or defence of legal claims, for the protection of the rights of another natural or legal person, or for reasons of important public interest of the Union or of a Member State. The Data Controller shall inform the data subject before the restriction of processing is lifted.

6. Right to object

The data subject has the right to object at any time, on grounds relating to their particular situation, to the processing of personal data concerning them based on the legitimate interests of the Data Controller. In that case, the Data Controller shall no longer process the personal data unless the Data Controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or which are related to the establishment, exercise or defence of legal claims. Where personal data are processed for direct marketing purposes, the data subject has the right to object at any time to the processing of personal data concerning them for such purposes. Where the data subject objects to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes.

7. Right to lodge a complaint

In the event of a breach of their rights, the data subject may lodge a complaint with the competent data protection supervisory authority (in Hungary, the Hungarian National Authority for Data Protection and Freedom of Information, "NAIH") and may exercise their right to judicial remedy. Contact details of NAIH: address: 1055 Budapest, Falk Miksa u. 9-

11, Hungary; postal address: 1363 Budapest, Pf. 9; telephone: +36 1 391 1400; fax: +36 1 391 1410; email: ugyfelszolgalat@naih.hu; website: <http://naih.hu/>

XII. COOKIE MANAGEMENT

The Data Controller hereby informs data subjects that the website uses cookies. Cookies are files that store information in the data subject's web browser. A cookie is a tool for exchanging information between the web server and the user's browser. The information sent by cookies allows internet browsers to be recognised more easily, so users may receive relevant and personalised content. Cookies make browsing more convenient. Cookies may also allow website operators to collect statistical data about visitors' habits.

Some cookies do not, by themselves, make it possible to directly identify the user; however, when combined with other data, they may qualify as personal data.

Websites may use the following types of cookies:

- temporary (session) cookies, which remain on the data subject's device until they leave the website;
- persistent cookies, which, depending on the settings of the data subject's browser, remain on the device for a longer period or until the data subject deletes them;
- third-party cookies, which are placed on the data subject's device by a third party (e.g. Google Analytics, Meta).

Cookies may also be grouped as follows:

a) Essential (necessary) cookies

These cookies are essential for navigating the website and for the operation of the website's basic functions. Without accepting these cookies, the website or certain parts of it may not be displayed properly or may not function correctly.

b) Statistical (analytics) cookies

These cookies help the Data Controller understand how visitors use the website. The Data Controller primarily uses the data for statistical purposes, in aggregated form.

c) Functional cookies

The purpose of these cookies is to improve the user experience. They detect and store, for example, the device used by the data subject to access the website or data previously provided by the data subject. These cookies do not track the data subject's activity on other websites.

d) Marketing (targeting) cookies

These cookies allow the website to display advertisements that are most relevant to the data subject's interests. Such cookies may collect detailed information about browsing habits.

Such data processing is carried out exclusively on the basis of the data subject's prior consent.

The Data Controller uses cookies in accordance with the provisions of the Act on Electronic Commerce Services, the Act on Informational Self-Determination and Freedom of Information, and the GDPR.

Cookies may be deleted or disabled in the browser used. Browsers allow cookies by default, but this setting can be changed. The user may also configure the browser to send a notification when cookies are placed.

It is important to note that disabling or restricting cookies may impair the browsing experience and may also affect the operation of certain website functions.

Cookie settings for the most common browsers are available at the following links:

- Internet Explorer: <https://support.microsoft.com/hu-hu/help/17442/windows-internetexplorer-delete-manage-cookies>
- Firefox: <https://support.mozilla.org/en-US/products/firefox/protect-yourprivacy/cookies>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

- Safari: https://support.apple.com/kb/PH5042?locale=en_US
- Mozilla: <https://support.mozilla.org/hu/kb/weboldalal-atal-elhelyezett-sutik-torleseszamito>

6.1. Cookie management and consent

Non-essential cookies used on the website are placed only on the basis of the data subject's prior consent.

Cookie management is provided by the following service provider:

CookieYes Ltd.

Registered office: 3 Warren Yard, Wolverton Mill, Milton Keynes, United Kingdom

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

Privacy policy: <https://www.cookieyes.com/privacy-policy/>

The CookieYes system allows users to:

- accept cookies
- reject cookies
- set preferences by category
- withdraw consent

The user may modify the cookie settings at any time.

6.2. Third-party cookies

The website may use cookies from the following service providers:

- Google (Google Analytics 4, Google Ads)
- Meta (Facebook Pixel)
- Hotjar
- other marketing and analytics service providers

These service providers have their own privacy policies.

6.3. Google Analytics 4 (GA4)

The Data Controller uses Google Analytics 4 (GA4) on the website, provided by Google Ireland Ltd. (registered office: Dublin, Ireland).

Google Analytics 4 is used to analyse the use of the website and uses cookies and other technologies for this purpose.

The data processed include in particular:

- IP address (in shortened form)
- device and browser data
- data relating to user behaviour

Purpose of processing:

- statistical analysis
- development of the website

Legal basis of processing:

- the data subject's consent

Google Analytics 4 is used only on the basis of the user's prior consent, which is managed through the CookieYes system.

The user may restrict or withdraw the use of cookies at any time by modifying the cookie settings or through the browser settings.

Further information: <https://policies.google.com/privacy>