



COOKIE POLICY

Information about cookies and similar technologies used on the bodyfact.eu website

Effective as of: 19 August 2026 | Basis of latest update: Cookiebot scan dated 19 August 2026

1. Introduction

The purpose of this Cookie Policy (hereinafter: the “Policy”) is to provide transparent and comprehensible information about the cookies and similar technologies that store information on, or access information from, the user’s device (collectively: “Cookies”) used by the website bodyfact.eu (hereinafter: the “Website”), operated by BODYFACT Kft. (hereinafter: “BODYFACT”, “we” or the “Controller”), including the purposes for which they are used, the legal bases for their use, and the rights of visitors to the Website in this regard.

A Cookie is a small text or data file that the website visited by the user places on the user’s computer, mobile phone or other device (terminal equipment). It enables the device to be recognised during a subsequent visit and/or stores information about the user’s browsing habits. Other technologies that perform functions similar to Cookies, including technologies that store data on or retrieve data from the user’s device (e.g. local storage, pixel-based tracking technologies and identifiers placed by scripts), are also covered by this Policy.

BODYFACT may use Cookies and similar technologies that are necessary for the operation and security of the Website and for providing functionalities explicitly requested by the user without obtaining the user’s consent, provided that their use is strictly necessary under the applicable electronic communications rules.

Technologies that are not strictly necessary — in particular, technologies used for statistical, analytical and marketing purposes — are used by BODYFACT only on the basis of the user’s prior consent.

This Policy is closely connected to and shall be read together with the BODYFACT Privacy Policy. If there is any discrepancy between this Policy and the Privacy Policy, the Privacy Policy shall prevail with respect to matters concerning the processing of personal data.

2. Who is the data controller?

With respect to Cookies used on the Website for purposes primarily determined by BODYFACT, the data controller is:

- **Company name:** BODYFACT Kft.
- **Registered office:** 1029 Budapest, Csatlós utca 3. 1st floor, door 3, Hungary
- **Company registration number:** 01-09-454670
- **Tax number:** 33018346-2-41
- **E-mail (data protection contact):** hello@bodyfact.eu
- **Website:** <https://www.bodyfact.eu>

For certain Cookies, where the relevant service provider qualifies as an independent data controller in respect of the data collected through the Cookie, the relevant service provider also acts as a data controller. Detailed information on these providers is set out in Sections 8 and 9.

3. What Cookies do we use?

A technical scan of the bodyfact.eu website (Cookiebot cookie scan; date of the most recent scan: 19 August 2026) identified a total of 16 unique Cookies, which can be classified into the following categories:

- **Strictly necessary Cookies** – 5
- **Preference (functionality) Cookies** – 1
- **Statistics (analytics) Cookies** – 5
- **Marketing (advertising) Cookies** – 5

The detailed contents of these categories are set out in Sections 4–7, the complete Cookie list is provided in Section 14, and technologies other than Cookies (based on local storage) are described in Section 14/A.

The scan conducted on 19 August 2026 also identified an additional subdomain that was not included in the scan (**account.bodyfact.eu** – the subdomain hosting the Shopify customer account portal), on which Cookies may also be placed.

4. Strictly Necessary Cookies

Strictly necessary Cookies are required for the basic operation and security of the Website and for providing services explicitly requested by the user (e.g. the cart and

checkout functions). Without these Cookies, certain functions of the Website (e.g. completing a purchase or remembering the user's cookie consent status) would not function properly.

Under the applicable ePrivacy rules, prior consent is not required for the placement of strictly necessary Cookies where they are strictly necessary for the operation or security of the Website or for providing a service explicitly requested by the user, in particular the cart and checkout functions. Where the use of such technologies also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy.

This category includes, among others, the Cookie used by the CDN service responsible for delivering the Website's content (Cloudflare), the Cookie that stores the user's cookie consent decision, and three Cookies used by the Weglot service to provide the Website's multilingual functionality (HU–EN–DE and additional languages). The detailed list is provided in Section 14.

The Shopify Cookie previously identified in connection with the checkout process (_shopify_essential) did not appear in the automated scan conducted on 19 August 2026. A typical reason for this is that an automated Cookiebot scan generally does not perform an actual test purchase and therefore may not detect Cookies that are activated exclusively during the checkout process.

Technical Cookies and similar technologies that are genuinely necessary for the checkout process may be used without consent where they are strictly necessary solely for carrying out the purchase process explicitly requested by the user. Where the use of such technologies also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy.

5. Preference / Functionality Cookies

Preference (functionality) Cookies enable the Website to remember certain choices made by the user (e.g. settings related to previous browsing behaviour), thereby making the use of the Website more convenient. The Cookiebot scan identified one Cookie in this category, used to manage newsletter subscription status.

The placement of Preference and Functionality Cookies requires the user's prior, voluntary consent. Where the use of such technologies also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy. Consent may be given through the Cookie settings interface displayed on the Website (Cookiebot consent banner) and may be withdrawn at any time (see Section 12).

6. Analytics / Statistics Cookies

Statistics Cookies are used to enable BODYFACT to understand how visitors use the Website (e.g. visitor numbers, page views and time spent on the Website) and, based on this information, to improve the Website's content and functionality. The Cookiebot scan conducted on 19 August 2026 classified 5 Cookies in this category, which are placed by the following service providers:

- **Klaviyo** (subscriber/behavioural identifier)
- **Yotpo / Snowplow Analytics** (product review and visitor statistics, including the technical/session Cookie associated with the Yotpo widget)

Statistics Cookies are generally not designed to directly identify a user by name. However, in certain cases (e.g. where a user is logged in or otherwise identified, such as a user who has previously subscribed), the data collected may be linked to other personal data processed by BODYFACT or the relevant service provider. Accordingly, BODYFACT treats the use of these Cookies as processing of personal data subject to the GDPR.

Statistics and analytics Cookies may only be activated after the user has provided prior consent. Where the use of such technologies also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy.

7. Marketing / Advertising Cookies

Marketing Cookies are used to track visitors across websites in order to display relevant advertisements tailored to their interests and to measure the effectiveness of marketing activities (e.g. advertising). The Cookiebot scan conducted on 19 August 2026 classified 5 Cookies in this category, all of which are provided by Klaviyo, a newsletter and marketing automation service (identification of products viewed, targeted offers and measurement of advertising effectiveness).

Marketing and advertising Cookies may only be activated after the user has provided prior, explicit consent. Where the use of such technologies also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy.

Based on the Cookiebot scan, BODYFACT currently does not use any identifiable Cookies originating from Meta (Facebook) Pixel, Google Ads/Analytics or TikTok Pixel. If such technologies are introduced in the future, BODYFACT will update this Policy accordingly.

BODYFACT also uses the Refersion affiliate and partner tracking service on the Website. According to Refersion's publicly available documentation, conversion tracking is currently not implemented through a traditional Cookie-based solution, but through first-party local storage and a session identifier / cart ID. Consistent with this, the Cookiebot scans have not identified a separate Refersion Cookie.

The time limit applicable to the calculation of affiliate commissions is determined by Refersion's so-called **Attribution Window** (formerly: **Cookie Day Window**). This is not a technical Cookie lifetime, but rather a business and attribution period used for commission calculation.

The use of local storage and other technologies employed by Refersion that store information on, or access information from, the user's device is subject to the applicable electronic communications and data protection rules. Whether consent is required for the use of such technologies must be determined based on the specific technology, its purpose and any applicable statutory exemptions. Where the use of such technology also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy. A detailed description of the technology is provided in Section 14/A.

8. Third-Party Cookies

The following third-party service providers may use Cookies and/or other technologies that store information on, or access information from, the user's device as part of the services used by BODYFACT:

- **Cloudflare, Inc.** – content delivery, load balancing and security (CDN) services
- **Klaviyo, Inc.** – newsletter and marketing automation services, onsite tracking
- **Yotpo Ltd.** – product review (UGC) and analytics services using Snowplow Analytics technology
- **Weglot SAS** – translation service providing the Website's multilingual functionality (HU–EN–DE and additional languages)
- **Cybot A/S (Cookiebot)** – cookie consent management service
- **Refersion, Inc.** – affiliate and partner tracking (referral tracking) service; according to the provider's current documentation, it uses first-party local storage rather than a traditional Cookie (see Sections 7 and 14/A)

The Website's e-commerce platform (checkout, cart and order processing) is provided through the Shopify platform operated by Shopify International Limited / Shopify Inc. The technical Cookie associated with the checkout process did not

appear in the automated scan conducted on 19 August 2026 (see Section 4). Nevertheless, Shopify, as the service provider supporting the purchasing process, forms an integral part of the operation of the Website and is therefore included in this list.

Depending on the nature of their contractual relationship with BODYFACT, the above service providers may act either as data processors or as independent data controllers. Their precise role is specified in the BODYFACT Privacy Policy and in the agreements concluded with the relevant service providers (including data processing agreements / DPAs).

9. Cookies and Personal Data

Certain Cookies are not, in themselves, capable of directly identifying a natural person (e.g. session identifiers and technical settings). Other Cookies, particularly those used for statistical and marketing purposes, may however process information that constitutes personal data within the meaning of Article 4(1) of the GDPR, as the unique identifier stored in the Cookie may be capable of identifying or distinguishing the user's device and, indirectly, the user (e.g. browsing behaviour, products viewed or advertising profiles).

Where a Cookie involves the processing of personal data, the GDPR and the safeguards set out in the BODYFACT Privacy Policy apply, including in particular data subject rights, data security measures and rules concerning the retention period of personal data.

This Policy provides detailed information about the Cookies themselves, while the BODYFACT Privacy Policy provides detailed information about the processing of personal data carried out through those Cookies.

10. Transfers of Data to Third Countries

The Cookiebot scan also recorded the destination country to which data processed through certain Cookies may be transferred. Based on this information, data associated with Cookies used on the Website may be transferred to the following countries:

- **Ireland** (EU/EEA Member State – this does not constitute a transfer to a third country): Cookiebot, Yotpo/Snowplow
- **United Kingdom** (a third country providing an adequate level of protection on the basis of an European Commission adequacy decision): Klaviyo

- **Canada** (a third country providing an adequate level of protection for commercial organisations on the basis of an European Commission adequacy decision): Shopify – the e-commerce (checkout) platform of the Website, as described in Section 8.

Depending on the infrastructure used by individual service providers, their data processing configurations and the technical operation of the relevant service, data may also be processed in countries outside the European Union and the European Economic Area. Where this is the case, BODYFACT applies appropriate safeguards in accordance with applicable data protection laws, including, in particular, an European Commission adequacy decision or, where no such decision applies, the appropriate safeguards applicable to the relevant international data transfer.

11. Managing Cookies

Visitors to the Website can control the use of Cookies in the following ways:

- **Cookiebot settings interface:** Through the cookie settings tool (consent management platform) available on the Website, users can allow or reject the use of non-essential Cookies by category (preference, statistics and marketing) and may change their previous choices at any time.
- **Browser settings:** Users can block or restrict the placement of Cookies in their browser and can also delete Cookies that have already been placed. The exact procedure for changing browser settings varies between browsers; information is available in the help section of the relevant browser.
- **Rejection:** If non-essential Cookies are rejected, the core functions of the Website (e.g. browsing products and making purchases) remain available; only certain statistical and marketing functions (e.g. personalised offers) may be limited.

Changing cookie settings or deleting Cookies through the browser does not affect the lawfulness of processing that was already carried out lawfully before the settings were changed or the Cookies were deleted.

12. Withdrawal of Consent

The user may withdraw their consent to the use of non-essential Cookies (preference, statistics and marketing) at any time, without restriction or having to provide a reason, and with the same ease as giving consent.

Consent may be withdrawn at any time by reopening the Cookiebot settings interface available on the Website and changing the previous selection. Deleting Cookies

through the browser is a separate technical option that serves to remove Cookies previously stored on the user’s device.

Withdrawal of consent will prevent the placement of the relevant Cookies and the associated processing of personal data for the period following the withdrawal. Withdrawal does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.

13. Cookie Retention Periods

The actual storage period (lifetime) of each Cookie is set out in the detailed table in Section 14, based on the Cookiebot scan conducted on 19 August 2026. Cookie lifetimes may be classified as either “**session**” (lasting until the browser is closed) or “**persistent**” (remaining on the user’s device for a specified period, potentially for several years).

According to Cookiebot’s current technical configuration, the CookieConsent Cookie, which stores the user’s consent preferences, has a storage period of **1 year**. Consent may be requested again depending on the validity period of the consent, Cookiebot’s configuration or applicable legal requirements.

14. Detailed Cookie List

The table below contains all 16 unique Cookies identified during the Cookiebot scan of the bodyfact.eu website conducted on 19 August 2026, grouped by category. The information provided in the table (provider, type, lifetime and destination country) reflects the technical configuration in place at the time of the scan.

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
_cfuvid	bodyfact.eu	HTTP	Strictly Necessary	This Cookie is part of the services provided by Cloudflare, including load balancing, delivery of	Session	First-party	No (based on a statutory exemption)

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				website content and provision of DNS connectivity for the website operator.			
CookieConsent	bodyfact.eu	HTTP	Strictly Necessary	Stores the user's cookie consent status for the relevant domain.	1 year	First-party	No (based on a statutory exemption)
wg-search-form	bodyfact.eu	HTTP	Strictly Necessary	Required for Weglot's translated search functionality and used to manage search fields displayed on the translated language versions of the Website; it forms part of Weglot's translation	Session	First-party	No (based on a statutory exemption)

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				functionality.			
wg-translations	cdn.weglot.com	HTML	Strictly Necessary	Stores translation data locally so that Weglot can display the translated versions of the Website.	Persistent	Third-party	No (based on a statutory exemption)
wg-translations-v	cdn.weglot.com	HTML	Strictly Necessary	Related to Weglot's local translation storage/version management. It is associated with the translation mechanism and is not used for advertising or analytics purposes.	Persistent	Third-party	No (based on a statutory exemption)
klaviyoOnsite	static.klaviyo.com	HTML	Preference	Used to manage the newsletter subscription list where	Persistent	Third-party	Yes

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				the visitor has subscribed to newsletters or blog posts.			
__apex_test__	bodyfact.eu	HTTP	Statistics	Technical/session Cookie associated with the Yotpo widget.	Session	First-party	Yes
__kla_id	bodyfact.eu	HTTP	Statistics	Used to collect information about visitor behaviour. The data is used for internal Website optimisation and to record newsletter subscription status.	2 years	First-party	Yes
_sp_id.#	bodyfact.eu	HTTP	Statistics	Collects data about Website visits (number of	2 years	First-party	Yes

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				visits, average time spent and pages viewed) for the preparation of reports aimed at optimising Website content.			
_sp_ses.#	bodyfact.eu	HTTP	Statistics	Cookie used by Snowplow Analytics to track the user's browsing activity and interactions with the Website.	1 day	First-party	Yes
yotpo_pixel	bodyfact.eu	HTTP	Statistics	Contains information about the products most recently viewed by the visitor and is used for the Website operator's	1 day	First-party	Yes

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				internal statistical purposes.			
\$last_referrer	static-tracking.klaviyo.com	HTML	Marketing	Identifies which products the visitor has viewed; used to recommend related products and optimise advertising effectiveness.	Persistent	Third-party	Yes
\$referrer	static-tracking.klaviyo.com	HTML	Marketing	Identifies which products the visitor has viewed; used to recommend related products and optimise advertising effectiveness.	Persistent	Third-party	Yes
__kl_key	static-tracking.klaviyo.com	HTML	Marketing	Identifies which products	Persistent	Third-party	Yes

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				the visitor has viewed; used to recommend related products and optimise advertising effectiveness.			
klaviyoPagesVisitCountV2	static.klaviyo.com	HTML	Marketing	Identifies which products the visitor has viewed; used to recommend related products and optimise advertising effectiveness.	Session	Third-party	Yes
kl-post-identification-sync	static-tracking.klaviyo.com	HTML	Marketing	Identifies which products the visitor has viewed; used to recommend related products and	Persistent	Third-party	Yes

Cookie	Provider	Type	Category	Purpose	Lifetime	First/Third Party	Consent required?
				optimise advertising effectiveness.			

14/A. Other Non-Cookie-Based Storage Technologies

In addition to traditional (browser-based) Cookies, the Website also uses the following technology that stores information on, or accesses information from, the user's device.

The use of technologies that store information on, or access information from, the user's device is governed by the applicable electronic communications and data protection rules. Whether consent is required for the use of a particular technology must be determined based on the specific technology, its purpose and any applicable statutory exemptions. Where the use of such technologies also involves the processing of personal data, the relevant legal basis under the GDPR is set out in the BODYFACT Privacy Policy.

Provider	Technology	Purpose	Duration
Refersion	First-party local storage / session identifier	Attribution of visits and purchases originating from affiliate/referral links and calculation of affiliate commissions	According to the Refersion Attribution Window configured by BODYFACT
Refersion	Cart ID / session identifier	Linking a referral click to a subsequent order	For the period required for affiliate attribution

15. Contact

If you have any questions, requests or complaints concerning this Policy or the Cookies used on the Website, you may contact BODYFACT using the following contact details:

- **E-mail:** hello@bodyfact.eu
- **Postal address:** 1029 Budapest, Csatlós utca 3. 1/3, Hungary

Detailed information on the exercise of rights relating to the processing of personal data is provided in the BODYFACT Privacy Policy.

Consent settings relating to Cookies and similar technologies may be changed or withdrawn at any time through the Cookiebot settings interface available on the Website.

16. Amendments to this Policy

BODYFACT reserves the right to update this Policy from time to time, in particular where there are changes to the Cookies, technologies or service providers used on the Website, or changes to applicable legal or regulatory requirements. The current version of the Policy is available on the Website.

BODYFACT will inform users of material changes, depending on the nature of the amendment, by means of a notice published on the Website and, where appropriate, by requesting consent to the use of Cookies again.

If an amendment results in the use of new Cookies or similar technologies that were not previously used and that require consent, such Cookies or technologies will only be activated after the necessary prior consent has been obtained.