COOKIE NOTICE

This Notice is intended to inform you about the cookies, pixels and other technologies used on the https://www.polinvent.com/ website.

1. What are cookies and tracking pixels?

On our website we use cookies, which are short text files that our website stores on your device (e.g. computer, mobile phone). Cookies can serve different purposes on websites, for example they may be necessary for the website to function, to make the website more convenient to use or to provide the website operator with information about the use of the website by users, to help display relevant advertising.

2. Types of cookies used on our website

We use the following types of cookies:
   a) essential cookies
   b) session cookies (transient),
   c) persistent cookies,
   d) tracking cookies,
   e) marketing cookies,
   f) web beacons.

a) Essential cookies

These cookies are strictly necessary for the proper functioning of the website. They enable core functionalities such as page navigation, access to secure areas, and the provision of services explicitly requested by the user. The website cannot function properly without these cookies, and they are therefore set by default.

b) Session cookies

Session cookies are automatically deleted when you close your browser. These store a so-called session ID, to which the website associates various information from the browser during your visit, the computer will be recognised again when you return to our website. Session cookies are deleted when you log out or close your browser.

We use session cookies to make our website more user-friendly. Some elements of our website require that the browser you are visiting from can be identified even if you have switched to other websites. Through our cookies, we store and transmit the following information to ourselves:

- language settings,
- items in the shopping cart,
- login information,
- user session ID,
- last viewed categories and products,
- wish list,
- products compared.

The purpose of using session cookies is to simplify the use of the website for our users. Some features of our website (e.g. shopping cart content) cannot be used without cookies, such cookies are necessary to identify your browser when you access other websites.

We process technically necessary session cookies based on our legitimate interest in the operation of the website, as defined in Article 6(1)(f) of the GDPR, and all other cookies are used with your consent, where we process your personal data on the basis of your consent (Article 6(1)(a) of the GDPR).

c) Persistent cookies

We also use persistent cookies on our website, which allow us to analyse the behaviour of our users when they use the internet. Persistent cookies are automatically deleted after an appropriate period of time. We use such cookies to process the following data:

- IP address,
- search terms entered,
- use of website features.

The data extracted by long-term cookies is pseudonymised in such a way that it cannot later be associated with a specific person/device. The data extracted in this way is not stored with the user's other personal data.

We use long-term cookies, especially analytical cookies, to improve the quality of our website and content. Analytical cookies help us to know how you use the website so that we can continuously optimise our offer. For these purposes, we process personal data based on your personal consent in accordance with Article 6(1)(a) of the GDPR.

You can set your browser to accept, block or refuse cookies, and you can also request a warning that the page you are visiting is setting cookies. Through your browser, you can see which cookies the visited site has placed on your device.

d) Tracking Cookies

We use tracking cookies to gather information about your browsing behavior across different websites and over time. These cookies are typically set by third-party service providers, including but not limited to Google services (such as Google Ads and Google Analytics). Their primary purpose is to deliver personalized advertisements, limit the repetition of ads, and assess the effectiveness of marketing campaigns. Information collected via these cookies may be shared with these providers to support ad personalization and audience measurement. You may manage your preferences regarding these cookies through our cookie settings or your browser configuration, in accordance with applicable data protection laws.

e) Marketing Cookies

Marketing cookies are used to deliver advertisements that are tailored to your interests and browsing behavior. These cookies may be set through our website by third-party advertising partners. They enable the creation of user profiles, support interest-based advertising, and allow us to measure the effectiveness of marketing campaigns across websites. The data collected through these cookies may be shared with external partners to improve ad targeting and engagement. You can manage your consent and preferences regarding marketing cookies via our cookie settings or through your browser's privacy controls, in accordance with the data protection laws.

f) Web beacons

Some of our services also use tracking and web beacons (tracking pixels / web beacons), which are small pieces of code that can identify and recognise the type of browser with the browser ID. This allows the service provider to see when and how many users have triggered the pixel on the website, in the case of a newsletter, when the email was opened, whether the website was visited.

If you want to block the use of such web beacons, you can use tools such as web bugs, webwasher, bugnosys or AdBlock. To disable web beacons in your newsletter, configure your email client so that the HTML format does not appear in your messages. You can also avoid the use of web beacons by reading your emails offline.

We will not use web beacons to collect your personal information or transfer such information to third party service providers and marketing platforms without your explicit consent.

3. Technologies for marketing and analytics

We use analytics and marketing software on our website. We use the analytical tools listed in this section to evaluate certain data for statistical and analytical purposes and for marketing purposes.

The data obtained will be recorded by the service providers in a pseudonymised form and used for statistical evaluation purposes only. The legal basis for the services described below is the consent of the data subject.

The data obtained through the analytical software will not be aggregated and will not be linked to the creation of user profiles, unless you have consented to the use of your data for personalised advertising when registering on our website. In this case, the legal basis for the collection and processing of your data by the services described is your consent (Article 6(1)(a) GDPR).

We have a legitimate interest in obtaining and evaluating website usage statistics, as they are necessary to enable us to continuously improve the services and offers provided on our website to best meet the needs of our customers. You can find out how to object to the evaluation of data in relation to the relevant services in section XI of the Privacy Notice.

a) Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google Ireland Limited ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site as described above.
The information generated by the cookie about a user's use of the website is usually transmitted to and stored by Google on servers in the United States. Only in exceptional cases will the full IP address be transmitted to a Google server in the United States. At the request of the website operator, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. The IP address transmitted from your browser to Google Analytics is not linked to any other Google data.
Users can prevent the storage of cookies by configuring their browser settings accordingly. However, users are warned that if they do so, they may not be able to make full use of all the website's features. For more information about how Google Analytics works and the applicable terms of use and privacy policy:

https://www.google.com/analytics/terms/hu.html or https://policies.google.com/privacy?hl=hu&gl=en

Please note that we use Google Analytics with the anonymizeIP extension on our website, so IP addresses are only processed in an abbreviated form to exclude references to individuals.

In the case you have given your consent, we will use so-called "Tracking by Tool" to evaluate the user behaviour on our website. This means that we may recognise you as a registered user of our website through various means. When you register on our website, you are provided with a personal identifier. This identifier will be recognised again by Google Analytics when you log in to our website from different devices (e.g. mobile, tablet). Google will combine the data obtained about you with the corresponding identifier, use the assigned identifier to assign a pseudonym only and make it available to us. We use these pseudonymous user profiles to personalise your shopping experience on our website.

Users may prevent the transfer of data (including IP addresses) obtained through the use of this website to Google and the processing of such data by Google by downloading and installing a browser extension: https://tools.google.com/dlpage/gaoptout?hl=de).

As an alternative to installing a browser extension, in mobile browsers, you can prevent data collection using Google Analytics by clicking on the following link: https://tools.google.com/dlpage/gaoptout?hl=de

As a result, a so-called opt-out cookie is stored on your device, which prevents future collection of data by Google Analytics when you visit this website. This procedure must be done separately for each device. Please note that deleting cookies in your browser settings may result in your Google Analytics opt-out cookie being deleted and having to reactivate it.
Information about Google Analytics privacy settings is available at the following link: https://support.google.com/analytics/answer/9019185?hl=en#zippy=%2Cin-this-article

4. Retargeting and remarketing technologies

On our website we use so-called retargeting or remarketing technologies, which are tracking methods used in online marketing, whereby website visitors are tagged and then retargeted with targeted advertising on other websites.

We use these technologies to make our offerings more attractive and to inform you about current offers you have ever viewed in our webshop and to bring them to your attention again.

We use the following remarketing and retargeting technologies:

- Google DoubleClick Remarketing-Pixel,
- Google AdWords Remarketing,
- Google AdWords,
- Facebook Remarketing,

In the case of retargeting, a cookie file is placed on your device or browser, which anonymously identifies your device using a cookie ID and logs your activity and behaviour on the internet, in particular which websites you have visited. This cookie ID - which logs the listed data - can be read, evaluated, and used by remarketing/retargeting service providers to provide third parties with the extracted data. In practice, this means that you may see advertisements for our products or similar products from third party providers on other websites, for example as personalised advertising headlines.
In the case of DoubleClick Remarketing and Facebook Remarketing, web beacons (webbugs, pixels) perform a similar function to cookies. Web beacons send your IP address, internet address (URL), the time you viewed the web beacon, browser type and previously installed cookie information to the web server of the web beacon provider.

The information collected through cookies or web beacons about your behaviour on the Internet will not be used to personally identify you as a visitor to our website. We use this information only to improve our offer and to evaluate user behaviour on our website (e.g. in response to promotions); we do not use it for any other purpose, nor do we pass it on to third parties. This information is anonymous and is not linked to any personal information on your computer or in any other database we hold.

We use all the services described in this paragraph for advertising and marketing purposes with the aim of making our offer more attractive, accessible, and providing you with a pleasant shopping experience. The legal basis for the processing of personal data is your consent and our legitimate interest in proper commercial communication and improvement (Article 6(1)(a) and (f) GDPR).

a) Google DoubleClick Remarketing-Pixel and Google AdWords Remarketing

On our site we use Google DoubleClick Remarketing-Pixel and Google AdWords Remarketing or similar Google services. We may use these services to display advertising messages about our website, such as product offers of interest to you, on the websites of other providers who also use these Google services (hereafter "Google Display Partners").

In addition, we may use Google AdWords Remarketing to remind you to complete an order if you have recently abandoned an order in our e-shop by announcing it to other users on our Google Display Network sites. This happens when we use cookie technology.

For this purpose, Google stores a small sequence of numbers (called a cookie ID) in your browser to remember you as a user of our website and to collect other anonymous information about your use of our website. We store the cookie ID and it is only used to uniquely identify your browser and not you personally. Personal information about you is not collected or stored by these services.

We use Google Remarketing to enable interoperability between different devices, which means that, for example, if you start a purchase on your mobile device and finish it on your laptop in our online shop, we may also target you with the personalised advertising messages mentioned above on another device you use. However, this is only possible if you give Google permission to link your web and browser applications to your Google Account and to use the information in your Google Account to personalise the ads you see on the web. In this case, Google will use the data of these logged-in users, together with Google Analytics data, to create and define remarketing targeting lists in the context of interoperability between different devices.
To support this service, Google Analytics collects verified identifiers from these users. The data collected by Google Remarketing and Google Analytics will be temporarily merged with each other to determine the target groups.

If you would like to prevent Google from linking your web and browser applications to your Google account, you should check and change the privacy settings of your Google account.

In order to remind our Webshop of an incomplete order, we do not transmit any personal data to Google, but only information that the order for the products in your shopping cart has been cancelled ("cart delivery").

For more information about Google's remarketing services and the details of Google's processing of your data through these services and Google's relevant privacy policy, please visit http://www.google.com/policies/technologies/ads/.

You can permanently disable cookies through Google by downloading and installing the browser plug-in available at the following link:

https://www.google.com/settings/ads/plugin.

You can use Google Display Settings to control what messages you see and disable interest-based ads at the following link:
https://www.google.com/ads/preferences/html/blocked-cookies.html

b) Facebook Remarketing

On our website, we also use the remarketing service of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") (Remarketing, Custom Audiences Remarketing). Using the remarketing service, we may target you with relevant ads on Facebook's social media platform using Facebook Ads.

For this purpose, we use the Facebook remarketing pixel on our website, so that when you visit our website, a direct connection is established via the pixel to Facebook's servers, which enables Facebook to identify you by your browser ID and link it to your Facebook account and other data stored on Facebook. Facebook will use this data to display personalised advertising messages to you on the Facebook pages that are tailored to your needs.

We cannot identify you personally through a pixel because we do not store any personal data other than your browser ID through the remarketing pixel.

For more information on the details of Facebook's data processing and Facebook's privacy policy, please click on the link below:
https://www.facebook.com/about/privacy/

You can turn off Facebook remarketing by logging into your Facebook account and going to your Facebook profile settings (https://www.facebook.com/settings/?tab=account).

c) Google AdWords Conversion Tracking

In addition to the above, we use Google AdWords Conversion Tracking, which is operated by Google Ireland Limited.

When you click on an advertisement displayed as part of Google Adwords, a cookie is stored on your device which expires after 30 days and does not contain any personal data and does not allow you to be identified.

Through the Conversion Tracking service, we can use Google to identify which AdWords ads you clicked on and whether this ad redirected you to our website. Each AdWords client has a different cookie, as a result of which cookies are not able to track AdWords clients across all websites. We use cookies to generate unique statistics about customers who visit our website through AdWords ads.

In case you would like to disable Google AdWords Conversion Tracking, you can do so by following the link below:
https://www.google.com/settings/ads/plugin

For more information about Google AdWords Conversion Tracking and Google's privacy policy, please visit http://www.google.com/policies/technologies/ads/

You may object to the processing of your data as described above at any time by contacting info@polinvent.com.

5. reCAPTCHA

We use "reCAPTCHA" to protect the forms on our website. This service is provided by Google.

This technology allows us to know whether the data entered into our input interfaces has been entered by a human or has been misused.

In order to determine whether the website is being used by an individual or an attempt is being made to misuse it, Google collects the following information when you visit our website: browser user agent (UA), IP address, monitor and screen resolution, browser language set, time zone, wait time, browser extensions installed, Google account, if you are logged into your Google account, your typing behaviour and mouse movement on a desktop computer, among other things.

This information will only be processed by Google if you have activated the automatic JavaScript download option in your browser. If you have disabled the download of JavaScript in your browser, no data will be transmitted to Google, but in this case the "reCAPTCHA" functions of our website will not be available.

The legal basis for our processing as described above is your consent and our legal obligation to ensure the security of processing (Article 6(1)(a) and (c) GDPR).

Your use of "reCAPTCHA" is subject to the following terms of use of Google:
https://policies.google.com/privacy?hl=hu&gl=en