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1. General Information

Epyx Creative Informatikai Korlátolt Felelősségű Társaság (hereinafter referred to as ‘Service Provider’) uses cookies on its website www.epyx.hu for the purpose of operation, facilitating the use of the website, for tracking activities performed on the website, displaying relevant offers, and to generate visitor statistics. Please read the following Cookie Information document in its entirety and only use our website’s services if you agree to all of its points and accept them as binding for you (hereinafter referred to as ‘Visitor’). Please note that this policy only applies to the use and management of cookies on this website.

2. What is a cookie?

A cookie is a small text file that website providers or online services store in the browsers of visitors’ computers or other devices. Cookies are an essential technology used for the operation of modern websites and the provision of high-quality user experiences, and they are supported by all browsers.

On our website, we only use cookies that are strictly necessary for the functioning of the website, session support, identification of individual user sessions, for statistical purposes, and facilitating a more convenient use of our website. Cookies can be so-called session cookies, which are valid during the session, or persistent cookies, which are stored for the duration of the session. Temporary cookies are automatically deleted when the browser is closed, persistent cookies may remain on the user’s device for a longer period of time. We differentiate between first-party cookies, which originate from the website itself, and third-party cookies, which come from external sources.

Websites generally use cookies when someone visits the site for the first time. Cookies allow the site to recognise the visitor and remember their previous activities. They allow websites to personalize content, remember login information, or track visitor behaviour on the website. Cookies help websites better understand their visitors’ needs and adapt to the needs of their visitors.

3. How is a cookie created?

First, the client’s device sends a request to the server. At this point, the server generates a unique identifier and stores it in its own database. Then, the server sends back the created cookie containing all the relevant information to the client. The received cookie is then stored on the client’s device.

4. How is a cookie utilized?

When the client’s device interacts with the server again, it matches the previously created and stored cookie. The server compares the content of the received cookie with the one stored on its end. This makes it easy to identify, e.g. the logged in registered user. Without this mechanism, it would not be possible to log in to a website.

5. What cookies does the website use and for what purpose?

The website uses cookies for the following purposes:

- to improve our website;
- to facilitate your navigation on our website and the use of its features, thereby ensuring a seamless user experience;
- to collect information about how you use our website, assessing which parts of our website you visit or use the most, so that we can provide you with an even better user experience when you visit our site again;
- to learn how to further enhance the user experience when you visit our site again;
- to place targeted advertisements on other websites;
- to distinguish and identify browser users;
- to track activities performed on the website to deliver messages about offers that are specifically relevant and of interest to you.

6. Types of cookies**Cookies that ensure basic functionality**

These cookies ensure the proper functioning of the website, make it easier to use, and collect information about its usage without identifying the visitors.

Examples include storing calculator usage values, cookie handling acceptance status, remembering login methods and data, website notification message status and the reduced functionality Google Analytics code.

Please note that without the use of these cookies, we cannot guarantee a comfortable experience while using our website.

Cookies for statistical purposes

In order to improve our website and enhance the user experience, we also use cookies that allow us to gather information about how visitors use our website. These cookies are unable to personally identify you but collect information such as which pages our visitors viewed, which sections of the website they clicked on, how many pages they visited, the duration of each session, and any error messages encountered.

Name	Provider	Purpose	Expiration
moove_gdpr_popup	epyx.hu	Used by the program that allows you to set the cookie preferences to remember your preferences.	1 year

Performance cookies

Such performance cookies also include Google Analytics cookies.

For more information about Google Analytics cookies, please click here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Performance cookies also include the cookies used by Google Optimize.

You can find information about Google Optimize cookies here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Name	Provider	Purpose	Expiration
_ga (Google Analytics)	epyx.hu	It creates a unique identifier for Google Analytics, allowing for the collection of general statistical data on how users interact with the website.	2 years
ga# (Google Analytics)	epyx.hu	It assists Google Analytics in calculating how many times users view the website and helps identify the time of their first visit.	2 years
_gid (Google Analytics)	epyx.hu	Analysis of website performance and usage	24 hours
_gat (Google Analytics)	epyx.hu	Analysis of website performance and usage	1 minute
gac<property-id> (Google Analytics)	epyx.hu	Analysis of website performance and usage	90 days
Google AdWords remarketing code	epyx.hu	Relevant and useful advertising for the user; remarketing function (reaching users who have already visited the site), conversion tracking (measuring and reaching users who have clicked on a Google-served ad and completed the registration form)	18 months
Google AdWords conversion code	epyx.hu	Conversion tracking (measuring and reaching users who clicked on a Google-served ad and completed the registration form on the site).	30 days

Targeting and advertising cookies

The purpose of these cookies is to make the websites more relevant to you or to display ads that are of interest to you. Without your consent, these cookies cannot personally identify you. They collect information such as which pages our visitors have viewed, which sections of the website the user clicked on, how many pages were visited, all in order to understand your interests and provide content that is relevant to you.

However, if you have given your consent, we may use the information collected from tracking website usage together with your personal data to tailor our marketing communications to your needs and to provide you with more personalised offers.

On our website, we use advertising cookies from the following providers:**Google AdWords**

For detailed information about this service, please visit the following link:

<https://www.google.com/intl/hu/policies/privacy>

Facebook

For detailed information about this service, please visit the following link:

<https://www.facebook.com/help/cookies/>

DoubleClick

For detailed information about this service, please visit the following link:

<https://www.google.com/intl/hu/policies/privacy>

Instagram

For detailed information about this service, please visit the following link:

<https://help.instagram.com/402411646841720>

7. How to check and to disable cookies?

Every modern web browser allows you to control and modify cookie settings. Most browsers automatically accept cookies by default, but these settings can usually be changed so that the browser can prevent automatic acceptance and offer you the choice of whether to allow cookies each time.

Please note that, as cookies are intended to facilitate or enable the usability and processes of our website, preventing or deleting the use of cookies may prevent you from using the full functionality of our website or may cause the website to function differently than intended in your browser.

You can find information about cookie settings for the most popular browsers at the following links:

Google Chrome

<https://support.google.com/accounts/answer/61416?hl=en>

Firefox

<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>

Microsoft Internet Explorer

<https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

Microsoft Edge

<https://support.microsoft.com/en-us/windows/microsoft-edge-browsing-data-and-privacy-bb8174ba-9d73-dcf2-9b4a-c582b4e640dd>

Safari

<https://support.apple.com/en-ie/guide/safari/sfri11471/mac>