COOKIE POLICY

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

The budapestoszifesztival.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

- **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
__qca	budapestoszifesztival.hu / Google	Cookie purpose description: Collects data on the user's visits to the website, such as the number of visits, average time spent on the w ebsite and what pages have been loaded with the purpose of generating reports for optimising the website content.	1 year	HTTP
_clck	budapestoszifesztival.hu / Google	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year	HTTP
_clsk	budapestoszifesztival.hu / Google	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website op erator.	1 day	HTTP
_dlt	budapestoszifesztival.hu / Google	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session	HTTP
_ga	budapestoszifesztival.hu / Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 year	HTTP
_gid	budapestoszifesztival.hu / Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP
CLID	clarity.ms	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year	HTTP

collect	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across de vices 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 servi ces.	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
ANONCHK	clarity.ms	Registers data on visitors from multiple visits and on multiple websites. This information is used to measur e the efficiency of advertisement on websites.	1 day	HTTP
mc	quantserve.com	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads.	13 months	HTTP
MUID	clarity.ms	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID ac ross many Microsoft domains.	1 year	HTTP
SM	clarity.ms	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	Session	HTTP
SRM_B	bing.com	Tracks the user's interaction with the website's search-bar-function. This data can be used to present the user with relevant products or services.	1 year	HTTP

− **Not yet classified cookies**

Unclassified cookies are cookies that are being classified together with the providers of individual cookies.

Cookie name	Provider	Cookie purpose description	Expiry	Type
_cltk	clarity.ms / Google		Session	HTTP
c.gif	clarity.ms		Session	Pixel
CMPList	budapestioszifesztival.hu		Persistent	HTML

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.