

Cookie Policy Notice

1. Data Controller

The website available at <https://www.instantkomfort.hu/> is operated by:

Klára Huszár-Haramza, self employed

Statistical number: 90394562741023114

Tax number: 90394562-1-34

Registered address: 7587 Heresznye, Petőfi Sándor Street 8.

Postal address: 1112 Budapest, Jégcsap Street 5. 1/5

Phone: +36 70 633 4861

Email: info@instantkomfort.hu

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

(hereinafter referred to as the **Data Controller**)

We inform you that in order to improve the quality of services on our website and facilitate use, and—subject to your consent—for visitor analytics and the display of online advertisements, we use so-called “cookies”. Below, you can read a general overview of cookies, followed by specific details regarding the data processing related to the cookies operating on our website.

2. General Information About Cookies

2.1. What are cookies?

Cookies are small data files (variable-content alphanumeric data packages) sent to your device by the server of the website you are visiting. These are stored in your browser on your computer, phone or tablet, and can later be read back by the server that sent them. Cookies inform us about the usage patterns of visitors to our website and can be used to measure site traffic or to remember previously visited pages for easier navigation.

Cookies do **not** contain personal data that would enable direct contact with you (e.g. via email or phone). Cookies alone cannot identify the user, only the device used for access.

If you do not wish to accept the use of cookies, you can set your browser to notify you or block them.

2.2. How can you manage cookie preferences?

When you visit our website, cookies are stored on your device. A pop-up window notifies you of this on first access. Cookies essential for the operation of the site do not require your consent. For other types—such as for analytics or marketing—your consent is required and can be granted or revoked via the cookie settings, accessible at the bottom of the page.

You can also block or delete cookies via your browser settings.

2.3. Managing Cookies in Browsers

You can disable cookies through your browser settings:

- Chrome: [Google Chrome Help](#)
- Firefox: [Mozilla Support](#)
- Microsoft Edge: [Microsoft Support](#) (search for “cookies”)
- Safari: [Apple Support](#)
- Opera: [Opera Help](#)

2.4. Types of Cookies

Cookies can be temporary (session cookies) or persistent, and can originate from either the first party (internal) or third parties (external). See below for explanations.

2.5. Session Cookies

These are valid only during your browsing session, allowing the site to remember

page changes and selections. They are deleted automatically after the session ends.

2.6. Persistent Cookies

These remain on your device for a defined period and allow the website to recall your preferences or previous actions on future visits.

2.7. First-Party Cookies

These are issued by the server operating the website and typically help with functionality and user experience.

2.8. Third-Party Cookies

Issued by third parties (e.g. Google, Facebook, Hotjar):

- **Google Cookies:** Used for analytics and, if consented, for marketing. These help measure site usage and deliver targeted ads.
 - **Facebook/Meta Cookies and Pixel:** Used for marketing and analytics, allowing targeted ads based on browsing behaviour.
 - **Hotjar Cookies:** Used to analyse user behaviour on the site.
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3. Data Processing Through Cookies and Log Files

3.1. Data Subjects: All users visiting the website, based on their given consents.

3.2. Legal Basis:

- For technical operation: legitimate interest of the controller (under GDPR Article 6(1)(f) and local law).
- For analytics and marketing: consent (under GDPR Article 6(1)(a)).

3.3. Data Processed:

- Site navigation and visited pages (IP address)
- Browsing frequency and duration

- Anonymised location (region)
- Interest inferred from usage patterns

3.4. Purpose:

- Ensure user-friendly and secure site operation
- Carry out marketing activities
- Analyse visitor patterns (anonymously)

3.5. Data Retention:

- Session cookies: stored during the browsing session or up to two hours
- Persistent cookies: up to 2 years (depending on type)
- Marketing cookies: only as long as needed and with consent

3.6. Storage:

Data is stored electronically in our IT systems. Cookies are stored locally on your device.

3.7. External Services:

- [Google](#)
- [Facebook \(Meta\)](#)
- [Hotjar](#)

4. Log Files

Our hosting service generates log entries recording IP address, browser type, ISP, timestamps, referring/exit pages, and clicks. These logs help diagnose issues and ensure secure and efficient operation. Data is stored for 30 days and is not personally identifiable.

5. Data Processors

5.1. Analytics Providers:

- Google Ireland Ltd.
- Hotjar Ltd.

(No personal data processed by us in analytics.)

5.2. Marketing Providers:

- Google Ireland Ltd.
- Meta Platforms Ireland Ltd.

Data includes inferred interests and browsing identifiers.

5.3–5.4. No other processors are used beyond those listed.

For more information regarding your data rights and other types of data processing, please refer to our **Privacy Policy**.

Dated: 8 September 2024