

## PRIVACY NOTICE ON DATA PROCESSING IN CONNECTION WITH THE USE OF COOKIES

As required by the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter: GDPR), we inform you with this privacy notice all the facts about the processing of your personal data in connection with the use of cookies.

### **THE IDENTITY AND THE CONTACT DETAILS OF THE CONTROLLER:**

Name:	Brickz Technologies Hungary Kft.
Registered office:	2030 Érd, Fűrészelő utca 21.
Postal address:	2030 Érd, Fűrészelő utca 21.
Website:	<a href="https://segmenthee.com/">https://segmenthee.com/</a>
E-mail address:	info@brickztech.com

Our website uses automatic data collection (cookies, Google Analytics, etc.). When you visit our website, we place a small data file, called a cookie, on your computer, which can serve a number of purposes. Cookies are used to ensure the proper functioning of the website, to provide a more efficient service and to collect anonymous data for statistical purposes.

Cookies can be deleted from your computer device, and you can also manually set your browser to disable the use of cookies.

### **The types of cookies we use:**

**Essential session cookies:** These cookies do not collect personal data. From such cookies are indispensable for website to function properly. Without the use of these cookies, the website or certain parts of it would not be displayed or would be displayed incorrectly, making it impossible to use the website or fill in forms. Absolutely necessary cookies for example the performance cookies, which collect information about whether the website is working properly and whether there are any errors in its operation.

**Functional cookies:** These cookies are ensuring a consistent presentation of the website according to the user's needs, and remembering the settings chosen by the user.

**Statistical cookies:** These cookies are collecting and reporting the information anonymously. This will help us to understand how visitors interact with the website. These cookies are helping us to optimise the content and structure of the website.

### **Other third-party external cookies:**

Cookies used by Google Analytics record the IP address of the visitor's computer device for analytical, statistical and security purposes. The storage of data takes place on the visitor's computer device. Google Analytics servers, as an external service provider, use these cookies to independently measure and audit website traffic and other web analytics data. The data controller of this data provides detailed information on the management of the measurement data at <https://www.google.com/analytics/> and more information on Google's privacy policy is available at <http://www.google.hu/intl/hu/policies/privacy/>. The data transmitted from the website to the Google Analytics servers cannot be used to identify the visitor directly and exclusively, but only to identify the IP address of the computer device.

### **Checking the browser cookie settings, disable cookies:**

Modern browsers allow you to change cookie settings. Some browsers automatically accept cookies by default, but this setting can be changed to prevent the user from automatically accepting cookies in

the future. If you change this setting, the browser will offer you the option to set cookies each time you change it. We inform you that the essential session cookies purpose is ensuring the website is working properly, if you disable these cookies, we cannot guarantee that you will be able to use all the features of the website. The website may then function differently than intended in the browser.

**THE PURPOSES OF THE PROCESSING:**

- In relation to Essential session cookies: Ensuring the website is working properly.
- In relation to functional cookies: Ensure a consistent presentation of the website according to the user's needs, remembering the settings chosen by the user.
- In relation to statistical cookies: Optimising the content and structure of the website.

We do not intend to further process the personal data for purposes other than those for which they were collected.

**THE LEGAL BASIS FOR THE PROCESSING:**

- In relation to Essential session cookies: the processing is necessary for the purposes of the legitimate interests pursued by the controller (Article 6 (1) f) GDPR).  
Our legitimate interest is based on the fact that without the use of these cookies, the website or certain parts of it would not be displayed or would be displayed incorrectly, making it impossible to use the website or fill in forms.
- In relation to functional and statistical cookies: consent of the data subject (Article 6 (1) a) GDPR)

**THE RECIPIENTS OF THE PERSONAL DATA:**

The MEDIACENTER HUNGARY Kft., as a data processor, provides hosting services for the Controller.

We will not transfer personal data to third parties.

**THE PERIOD FOR WHICH THE PERSONAL DATA WILL BE STORED:**

You may delete cookies from our website through your browser or request us to delete cookies from its website, failing which:

- Essential session cookies are stored until the end of the relevant visitor session, after which they are deleted.
- Additional cookies used on the website will remain after the browser is closed until the end of their lifetime or until your consent is withdrawn, after which they will be deleted.  
Cookies that store the user's cookie acceptance preferences and the cookie storing information on consent to the use of cookies have a lifetime of 11 month. The cookies that record the default button status and CCPA status for a given category have a lifetime of 1 year.

**AUTOMATED DECISION-MAKING, PROFILING:**

No automated decision-making or profiling takes place.

**THE EXERCISE OF RIGHTS OF ACCESS:**

You may exercise the following rights in relation to this processing:

1. **Right of access:** You have the right to receive feedback from us as to whether your personal data is being processed and, if such processing is taking place, you have the right to access your personal data and information about the processing of your personal data. Upon your request, we will provide you a copy of the personal data undergoing processing. For any additional copies you request, we may charge a reasonable fee based on administrative costs.

If you have submitted your request electronically, and unless otherwise requested by you, we will provide the information in a commonly used electronic form.

2. **Right to rectification:** You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. In addition you have the right to have incomplete personal data completed, including by means of providing a supplementary statement.
3. **Right to erasure:** You have the right to obtain from us the erasure of personal data concerning you without undue delay. We are obliged to delete your personal data without undue delay if the grounds set out in the GDPR apply.
4. **Right to restriction of processing:** You have the right to obtain from us restriction of processing where one of the following applies:
  - the accuracy of the personal data is contested by you;
  - the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;
  - we no longer need the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defence of legal claims;
  - you have objected to processing.
5. **The right to lodge a complaint with a supervisory authority:** You may lodge a complaint with the competent supervisory authority about our processing. The main supervisory authority in the country where we have our head office is the National Authority for Data Protection and Freedom of Information.  
  
Contact details of the National Authority for Data Protection and Freedom of Information:  
address: 1055 Budapest, Falk Miksa utca 9-11.  
postal address: 1363 Budapest, Pf.: 9.  
e-mail address: ugyfelszolgalat@naih.hu  
telephone number: +36 (30) 683-5969; +36 (30) 549-6838; +36 (1) 391 1400
6. **In relation to Essential session cookies** you also have **the right to object**. You shall have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point (f) of Article 6 (1) of the GDPR. In this case we shall no longer process the personal data unless our demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of you or for the establishment, exercise or defence of legal claims.
7. **In relation to functional and statistical cookies** you also have **the right to withdraw your consent to the processing**, without affecting the lawfulness of processing based on consent before its withdrawal.

You can exercise your rights as a data subject by contacting us at the contact details above. Please note that to exercise your rights as a data subject, you must provide proof of your identity.

We will inform you of your request within one month of receiving it. In cases where the complexity of the request or the number of requests currently being dealt with justifies it, we may extend the deadline for responding by up to two additional months. However, you will be informed of the extension within one month of receipt of your request.

28 February 2023.

*Brickz Technologies Hungary Kft.*