

# Privacy Policy

## Name, details, and contact information of data controllers:

### Owner of the webshop, producer of ceramics:

#### Fónix Kerámia Bt.

Address: 1 Dunaár Street, 2000 Szentendre, Hungary

Tax ID: 21375255-1-13

Company Registration Number: 13-06-044473

Phone Number: +36 70 360 2791

Email: [vevoszolgalat@fonix-keramia.hu](mailto:vevoszolgalat@fonix-keramia.hu)

### Operator of the webshop, shipping:

#### M-Invent Kft.

Address: 16 Muskotály Street, 2000 Szentendre, Hungary

Tax ID: 14670015-2-13 Company

Registration Number: 13-09-126908

Phone Number: +36 70 367 4067 Email: [vevoszolgalat@fonix-keramia.hu](mailto:vevoszolgalat@fonix-keramia.hu)

## INTRODUCTION

The owner and operator of this webshop acknowledge the content of this information as binding and undertake to ensure that every element of this policy has been developed in accordance with the current legal requirements and expectations. The data processing necessary for the operation of the webshop is based on the voluntary consent of the data subject. The Data Processing Information is consistently available at [https://www.fonix-keramia.hu/shop\\_help.php?tab=privacy\\_policy](https://www.fonix-keramia.hu/shop_help.php?tab=privacy_policy).

This data processing information is in accordance with current legislation on data protection, particularly:

- Act CXII of 2011 on informational self-determination and freedom of information (Infotv.);
- Act XLVIII of 2008 on the basic conditions and certain restrictions of economic advertising activities (Grt.);
- Act C of 2003 on electronic communications (Eht.).

## 3. INTERPRETATIVE PROVISIONS

The data controller provides information on the key definitions found in Act CXII of 2011 (hereinafter: Infotv.). The complete definitions can be found in Section 3 of Infotv.

- **User or Data Subject:** Any identified or identifiable natural person based on specific personal data, directly or indirectly.
- **Personal Data:** Any data related to the data subject - particularly the name, identifier, and information characteristic of one or more physical, physiological, mental, economic, cultural, or social identities of the data subject - as well as any conclusions that can be drawn from the data about the data subject.
- **Consent:** The voluntary and unambiguous expression of the will of the data subject, based on adequate information, by which they give their unmistakable consent to the processing of their personal data - either comprehensive or specific.
- **Data Controller:** The natural or legal person, or organization without legal personality, who or which independently or jointly with others determines the purpose of data processing, makes and executes decisions regarding data processing (including the means used), or executes it with a data processor.
- **Data Processing:** Any operation or set of operations on data, regardless of the applied procedure, including collection, recording, organization, storage, alteration, use, querying, transmission, disclosure, alignment or combination, blocking, erasure, and destruction of data, as well as preventing further use of the data; the creation of a photo, sound, or image recording; and the recording of physical characteristics suitable for identifying a person (e.g., fingerprints, DNA, iris image).
- **Data Transfer:** Making data accessible to a specific third party.
- **Disclosure:** Making data accessible to anyone.
- **Data Erasure:** Making data unrecognizable in a way that its restoration is no longer possible.
- **Data Processing:** Performing technical tasks related to data processing operations, regardless of the method and tool used, and the location of application, provided that the technical task is performed on the data.
- **Data Processor:** The natural or legal person, or organization without legal personality, who or which, based on a contract - including a contract concluded under the provisions of the law - processes data.
- **Third Party:** Any natural or legal person, or organization without legal personality, who or which is not identical to the data subject, the data controller, or the data processor.

## 4. PRINCIPLES OF DATA PROCESSING

Personal data may only be processed for specified purposes, exercising rights, and fulfilling obligations. At every stage of data processing, it must comply with the purpose of processing, and the collection and processing of data must be fair and lawful. Only personal data that is essential for achieving the purpose of processing and suitable for achieving the goal can be processed. Personal data can only be processed to the extent and for the duration necessary to achieve the purpose. Personal data may only be processed if the data subject consents to it, or if a law or, based on the authorization of a law, a local government decree orders it for a purpose based on public interest. For the validity of a declaration of consent containing the consent of a minor who has reached the age of 16, the consent or subsequent approval of their legal representative is not required.

## 5. SCOPE OF PERSONAL DATA, PURPOSE, LEGAL BASIS, AND DURATION OF DATA PROCESSING

a. Data processing related to the main activity of the data controller

**Purpose of data processing:** Personal data is processed when it is absolutely necessary for the performance of the service provided based on the General Terms and Conditions (hereinafter: main activity). In this case, the purpose of data processing is to facilitate and fulfill orders.

**Legal basis for data processing:** Voluntary consent of the data subject.

**Scope of processed data:**

- For the establishment, determination of content, modification, monitoring of performance, invoicing of fees, and enforcement of related claims arising from the contract, the User's natural personal identification data are processed: name, email address,

home address, shipping address if different from the home address, billing name, phone number.

- For invoicing fees arising from the contract, the User's natural personal identification data, address, and data related to the time, duration, and location of service utilization are processed.
- For the provision of the service, the necessary personal data for the technical provision of the service are processed.

**Duration of data processing:** In the case of purchases with registration, data processing lasts until withdrawal. In the case of purchases without registration, the Data Controller deletes the data after the failure to conclude the contract, the termination of the contract, and 7 years after invoicing.

**Persons authorized to access the data:** All employees of the Data Controller have access to the processed data during the performance of the main activity.

**Data Controllers:**

**Webshop Owner:** Fónix Kerámia Bt.

- Address: 1 Dunaár Street, 2000 Szentendre, Hungary
- Tax ID: 21375255-1-13
- Phone: +36 70 360 2791
- Email: [vevoszolgalat@fonix-keramia.hu](mailto:vevoszolgalat@fonix-keramia.hu)

**Webshop Operator:** M-Invent Kft.

- Headquarters: 16 Muskotály Street, 2000 Szentendre, Hungary
- Tax ID: 14670015-2-13
- Phone: +36 70 367 4067
- Email: [vevoszolgalat@fonix-keramia.hu](mailto:vevoszolgalat@fonix-keramia.hu)

**Information on Using Data Processors:** The Data Controller may use a Data Processor for order fulfillment and settlement in the scope of the main activity described under point 5./a. Data processors are contracted partners of the Data Controller.

**Data Processor Names:**

1. **Company Name:** UNAS Online Kft. (Hosting and System Service Provider)

1. Headquarters: 14 Kőszegi Street, 9400 Sopron, Hungary
2. Website: [www.unas.hu](http://www.unas.hu)
3. Contact: [unas@unas.hu](mailto:unas@unas.hu)

2. **Company Name:** GLS Hungary Kft. (Carrier)

1. Headquarters: 2 GLS Európa Street, 2351 Alsónémedi, Hungary
2. Company Registration Number: 13-09-111755
3. Tax ID: 12369410-2-44

**b. Electronic Newsletter Sent by the Data Controller**

**Purpose of Data Processing:** Sending newsletters to interested parties, providing information about new product introductions, and current promotions. The newsletter sent by the Data Controller may contain commercial advertisements.

**Legal Basis for Data Processing:** Voluntary consent of the data subject and the provisions of Section 6(5) of Act XLVIII of 2008 on the basic conditions and certain restrictions of economic advertising activities.

**Scope of Processed Data:** The last name, first name, and email address of the data subject.

**Duration of Data Processing:** Until withdrawal. Consent can be withdrawn at any time without limitation or justification, free of charge. It can be done personally by clicking the Unsubscribe button at the bottom of the newsletter or by initiating it through an email to customer service.

**Persons Authorized to Access the Data:** The Data Controller uses a data processor to send newsletters, ensuring the adequate protection of personal data transferred abroad through Privacy Shield registration.

**Data Processor's Details:**

**Company Name:** UNAS Online Kft.

- Headquarters: 14 Kőszegi Street, 9400 Sopron, Hungary
- Website: [www.unas.hu](http://www.unas.hu)
- Contact: [unas@unas.hu](mailto:unas@unas.hu)

**c. Other Data Processing**

**Cookies:** A cookie is an information package consisting of letters and numbers sent by the Fónix Kerámia website to the user's browser with the purpose of saving certain settings, facilitating website usage, and contributing to collecting statistical information about visitors.

- **Session Cookie:** Automatically deleted after a session (page visit). These cookies are essential for the secure operation of the online store and are necessary for all functions related to purchasing and ordering to work flawlessly.

Users can enable or disable cookie installation on their internet browsers. However, rejecting all cookies can enhance the protection of personal data but may limit the usability of some websites. Users can usually manage cookie settings in the Privacy or Cookie sections under Tools/Settings in the browser menu.

**Google Analytics:** The Data Controller primarily uses the Google Analytics program for statistical purposes, measuring the effectiveness of campaigns, tracking the number of visitors, and the time they spend on the website. The program recognizes visitors' IP addresses to determine if they are new or returning and tracks their path on the website.

**Google Remarketing:** Using the Google Remarketing program, the Data Controller collects data from the DoubleClick cookie in addition to the usual Google Analytics data. This enables the use of remarketing services, ensuring that visitors encounter the Data Controller's advertisements on Google's free advertising spaces.

**Google AdWords Conversion Tracking:** The purpose of Google AdWords conversion tracking is to measure the effectiveness of AdWords advertisements. This is done using cookies placed on the user's computer, lasting 30 days and not collecting personal data.

**Facebook Remarketing:** The Data Controller uses the Facebook remarketing pixel to increase the effectiveness of Facebook ads, building a remarketing list. After visiting the website, external providers like Facebook can display ads on other internet sites. Remarketing lists do not identify individuals, containing no personal data, only identifying the browsing software.

**Disabling Cookies:** Users can manage or disable cookie settings on their computers through their browsers. The exact location depends on the browser but is generally found under Tools > Settings > Privacy Settings. Users can also install the Google Analytics Opt-out Browser Add-on to prevent Google Analytics from creating reports on their visits.

The Data Controller informs data subjects that, upon request, they may disclose information about processed data to the court, public prosecutor, investigative authority, administrative authority, National Authority for Data Protection and Freedom of Information, or other bodies as mandated by law or official request.

## 6. Information on Data Security Measures

The Data Controller ensures data security during storage and preservation in accordance with relevant legal requirements, safeguarding the privacy of data subjects. Unauthorized access and any form of unauthorized data processing are prevented using available technical means.

To protect electronically managed data in various records, the Data Controller employs appropriate technical solutions to ensure that data stored in records cannot be directly linked or attributed to data subjects unless permitted by law.

## **7. Rights of Data Subjects and Means of Enforcement**

During the data processing period, users have the right to:

- Obtain information on the types of data processed by the Data Controller for specific purposes.
- Request correction of their data.
- Request the deletion or blocking of their data, subject to legal exceptions.
- Object to data processing.

Requests and inquiries can be sent to the following contacts:

- Email: [vevoszolgalat@fonix-keramia.hu](mailto:vevoszolgalat@fonix-keramia.hu)
- Mailing Address: M-Invent Kft., 2000 Szentendre, Muskotály u. 16.
- Phone: +36 70 367 4067

The Data Controller will provide information in writing within 25 days of receiving the request. The right to delete does not apply if the law obliges the Data Controller to further store the data or if the Data Controller is authorized to continue processing under Section 6(5) of the Infotv. (e.g., for invoicing).

For further details on user rights, refer to Act CXII of 2011 on informational self-determination and freedom of information, Sections 14-19 and 21-23.

In case of legal violations or improper procedures related to data processing, users can initiate proceedings against the Service Provider at the National Authority for Data Protection and Freedom of Information (address: 1530 Budapest, Pf.: 5., email: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)) or before a court.

The Data Controller reserves the right to modify this privacy statement. This Data Processing Information became effective on May 23, 2018.