Cookies Policy

FTC Kereskedelmi Kft. uses cookies on the website www.shop.fradi.hu in order to operate the website, facilitate its use, ensure a better user experience, monitor users' activities on the website and display relevant offers.

What is a cookie?

A cookie is a small piece of data that is stored by Internet services in your browser. This technology is essential for the operation of an efficient online service that provides modern user experience and is supported by all browsers.

How can you check cookies?

All browsers allow you to change the setting of cookies. Most browsers automatically accept cookies by default but these setting can usually be changed so that the browser can prevent automatic acceptance and offer the option to enable or disable cookies each time.

Because the purpose of cookies is to facilitate or enable the use and processes of the Website, if you prevent the use of or delete cookies, you may not be able to use the full functionality of the Website or the Website will work differently than intended in your browser.

Deletion of cookies

Acceptance and authorisation of the use of cookies is not mandatory. You can reset your browser settings to reject all cookies or to warn you when a cookie is being sent. Although most browsers automatically accept cookies by default, they can usually be changed to prevent automatic acceptance and offer a choice each time you visit a website.

However, please note that certain website features or services may not work properly without cookies.

Cookies are usually managed in the Tools/Settings menu of the browser under the menu Data Protection/History/Custom Settings mentioning cookies or tracking.

To learn more about what cookies your browser uses, please visit one of the following websites according to your browser:

- Google Chrome
- Mozilla Firefox
- Windows Internet Explorer
- Microsoft Internet Explorer 11
- Microsoft Internet Explorer 10
- Microsoft Internet Explorer 9
- Microsoft Internet Explorer 8
- Microsoft Edge
- Safari

1. Cookies used by the Controller on the Website

The following main cookies are used by the Controller on this page:

Session cookie (session-id): These are temporarily placed cookies that only work while the visitor stays on the website (more precisely, until the browser is closed after the visitor has entered the website). Session cookies help the website to 'remember' what the visitor selected on the previous page so you don't have to enter the same information again.

Persistent cookies: these are cookies that remain on your online device even after you have left that website and, by storing a randomly generated number, help identify visitors to the website as a unique user. How long it is stored on the affected device depends on the type of cookie. Persistent cookies used on the website provide important statistics about its use.

Functionality cookies: The purpose of these cookies is to improve user experience. They detect and store the means by which you opened the website or the data you previously provided and requested to be stored: for example, user changes made by the visitor to text size, font, or other customizable elements of the website. These 'cookies' do not track your activities on other websites.

Legal basis for data processing: The legal basis for data processing is the voluntary consent of the data subject pursuant to Article 6(1)(a) of the Regulation.

Source of data: Collected directly from the data subject.

Possible consequences of refusing data disclosure: you may not use all services of the Website, the analytical measurements may be inaccurate.

Category	What personal data is recorded	Name	Purpose of data processing	Duration of data processing (Expiry)
Required	No personal data is recorded	cookies_accepted shopuid	It stores whether the given user has accepted the cookies, this is the only way to proceed to the site. It is used to identify the person visiting the website.	Session 14 days
Required	name email address	user	Personal information to identify the person using the website so that they do not have to fill in the email address all the time.	Session 1 month — 30 days
Required	No personal data is recorded	auth-token	Required for backend system identification	1 month — 30 days
Required	No personal data is recorded	PHPSESSID	Preserves user session state across page requests.	Session
Required		auroraMarketing CookieAccepted	The purpose of the cookie is to preserve your consent to the use of cookies for marketing purposes.	1 year
Marketing		NID	Stores a unique identifier that identifies the returning visitor's affected device. The ID is used for targeted ads.	6 months
Marketing		VISITOR_INFO1 _LIVE	It tries to estimate the data subject's bandwidth for pages containing YouTube videos.	179 days

2. Data processing by third-party providers

The html code of the portal contains links from and to an external server that is independent of the Controller. The external service provider's server is directly connected to the data subject's computer. Please note that the providers of these links are able to collect user data due to the direct connection from their server and the direct communication with the browser of the data subject.

The interface of the Website may contain information, in particular advertisements, originating from third parties and advertising service providers who are not related to the Controller. These third parties may also place cookies, web beacons on your computer, or collect data using similar technologies in order to send you targeted advertising messages relating to their own services. In such cases, the data processing shall be governed by the privacy policies of these third parties and the Controller shall not be liable for such data processing.

The controllers listed below can provide detailed information on the processing of data by the external service providers' servers.

In order to provide custom-tailored services, the external service providers place so called cookies i.e. small data packages on the user's computer, and retrieve such data. If the browser returns a previously saved cookie, the cookie manager may link the user's current visit with previous ones but only with respect to its own content.

Legal basis for data processing: The legal basis for data processing is the voluntary consent of the data subject pursuant to Article 6(1)(a) of the Regulation.

Source of data: Collected directly from the data subject.

2.1. Cookies placed by Google Analytics

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
Statistical	_ga	It contains a unique identifier that is used to generate statistics on how the data subject uses the website.	2 years
Statistical	_gat	Used for controlling Google Analytics enquiries.	Session
Statistical	_gid	It contains a unique identifier that is used to generate statistics on how the data subject uses the website.	Session
Statistical	__utmz	This cookie records whether the visitor came from a search engine (and, if so, what keywords were used), via a link, or from a previous page (such as a bookmark).	6 months
Statistical	__utma	The cookie stores the number of visits (per visitor), the date of the first visit, the previous visit and the current visit.	2 years
Statistical	__utmb, __utmc	These cookies can be used to control how quickly people leave the website: when did the visit begin and when did it end.	Session
Marketing	__utmv	If you use custom reports in Google Analytics and set individual segmentation on the website, the _utmv cookie will assist Analytics in classifying the specific visitor.	2 years
Statistical	_ga	It contains a unique identifier that is used to generate statistics on how the data subject uses the website.	2 years
Statistical	_gat	Used for controlling Google Analytics enquiries.	Session
Statistical	_gid	It contains a unique identifier that is used to generate statistics on how the data subject uses the website.	Session
Statistical	__utmz	This cookie records whether the visitor came from a search engine (and, if so, what keywords were used), via a link, or from a previous page (such as a bookmark).	6 months

Statistical	__utma	The cookie stores the number of visits (per visitor), the date of the first visit, the previous visit and the current visit.	2 years
Statistical	__utmb, __utmc	These cookies can be used to control how quickly people leave the website: when did the visit begin and when did it end.	Session
Marketing	__utmv	If you use custom reports in Google Analytics and set individual segmentation on the website, the _utmv cookie will assist Analytics in classifying the specific visitor.	2 years

Find out more about each cookie HERE

If you do not want Google Analytics to measure the data in the way and for the purpose described above, install the add-on that blocks this in your browser.

Find more information about data processing by Google Analytics at http://www.google.com/intl/en/policies/. The document 'How Google uses information from sites or apps that use our services' is available (in Hungarian) at the following link: http://www.google.com/intl/hu/policies/privacy/partners/

2.2. Advertising cookies

The purpose of using cookies in connection with advertisements is to select the advertisements that are most interesting or important to our visitors and to display them on our website. We can also use them to measure the performance of our campaigns. These cookies allow third-party service providers, including Google, to show you ads on other websites based on your previous visits to our website. These cookies collect data e.g. about which page you visited, where you clicked within the page, and how many pages you opened.

Legal basis for data processing: The legal basis for data processing is the voluntary consent of the data subject pursuant to Article 6(1)(a) of the Regulation.

Source of data: Collected directly from the data subject.

Possible consequences of refusing data disclosure: The Website uses Google Adwords remarketing tracking codes. The goal is to enable the Controller to contact visitors to the site with remarketing ads on websites belonging to the Google Display Network at a later stage. The remarketing code uses cookies to tag visitors. Disabling this will disable the sending of remarketing ads.

The content customised for the data subject is provided by the server of the external service provider. The Controller's ads may be displayed by third-party service providers (Google) on websites. These third-party service providers (Google) use cookies to store the data subject's previous visit to the Controller's Website and, based on this, to display personalised advertisements to the Data Subject (i.e. they carry out remarketing activities).

In order to track the data subject and display personalised recommendations to them, if the visitor expressly consents to this in a statement placed on the website, the following service providers handle cookies.

Our website uses 'targeting and advertising cookies' from the following providers:

2.2.1.Google Adwords

Detailed information about the service is available at the following link: https://www.google.com/intl/hu/policies/privacy

You may disable these cookies by visiting Google Ads Settings and following the instructions there. After that, you will not see personalised offers from the Controller. If you don't want to see remarketing ads, you have the option to disable the use of Google cookies also in Google Ads Settings. https://adssettings.google.com/authenticated

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
[…]	[…]	[…]	[…]

2.2.2.Google Auth

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
[…]	G_AUTHUSER_H	[…]	[…]
	G_ENABLED_IDPS		

2.2.3. Facebook

The Controller uses on its Website the social plugins of the Facebook network operated by Facebook.

If you access a page of the Website that contains such a plugin, your browser will establish a direct connection with Facebook's servers. Facebook passes the content of the plugin directly to your browser and integrates it into the page. Such an integration allows Facebook to receive information that your browser has accessed the given page of the Website, even if you do not have a profile on Facebook or you are not currently logged in to Facebook.

Please refer to Facebook's notices at the following link on the purpose and extent of Facebook's collection of data and your rights in this regard, as well as the available settings by which you can protect your privacy. https://www.facebook.com/policy.php. You can find an overview of Facebook plugins and how they appear here: https://developers.facebook.com/docs/plugins

If you do not want Facebook to directly associate the data collected through the Website with your Facebook profile, you must log out of Facebook before visiting the Website. You can completely prevent Facebook plugins from downloading if you use extensions, e.g. a 'Facebook blocker' in your browser.

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
Marketing	fbm*	https://cookiedatabase.org/cookie/facebook/fbm_/	1 year
	fbsr_*		
Marketing	_fbp	https://cookiedatabase.org/cookie/facebook/_fbp/	3 months
	fblo_*	https://cookiedatabase.org/cookie/unknown-service/fblo_673060522871555/	Session

2.2.4. Salesmanago

The Controller also uses the Salesmanago tracking code on its Website. Data subjects who have subscribed to the Controller's newsletter will be contacted by the Controller with its personalised offers by an electronic DM. The tracking code uses cookies to tag subscribers. Those who visit the Website may disable these cookies through their browser settings. After that, they will not be provided with a personalised offer via electronic DM.

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
Marketing	User IP address	External servers help to independently measure and audit the website's traffic, other web analytics and other 6 data related to its marketing activities. In addition, to provide a better user experience, such as providing onlinge navigation, personalizing the site, and providing relevant advertisements. The cookie is only used to uniquely identify the user with the user's consent.	until withdrawal of consent
Marketing	Page Visit	For a better user experience (e.g. providing optimized navigation, providing relevant ads).	until withdrawal of consent
Marketing	Webpush message subscription	For a better user experience, to create the ability to send personalized webpush messages.	until withdrawal of consent

2.2.5. Data Talks

The Controller uses on its Website the modules operated by Data Talks for data analysis.
All cookies are updated on re-visiting the website. The expiry of the cookie requires 1 year of inactivity (no return to the site). After expiry, should the same user visit the website, the system detects a new visitor instead of a returning one and assigns a new cookie.

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
First-party Cookie	spid	ID for the user Domain visits counter Timestamp from first visit Timestamp from last visit Session ID	1 year
Session Cookie	spses	Used to identify whether the user is in an active session on the Website or whether this is a new session for the visitor (i.e. the cookie does not exist or has expired).	session*
First-party Cookie	DTCookie	User identification through a web tracking function.	1 year

*A session is defined as the time the user remains active on the Website. If the user is inactive for more than 30 minutes, the active session is considered to be finished. Should the user revisit the Website, a new session will start and a new spses cookie will be created.

2.2.6. Optimonk

The Controller uses on its Website the intelligent pop-up module (plugin) operated by Optimonk in order to target campaigns to both new and returning visitors by applying the criteria defined by the Controller.

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
Marketing	optiMonkClient	the storage of data required for campaigns: Campaign ID, date and time of the first visit, date and time of the last visit, page view counter, variant ID, campaign status and view counter for the visitor.	1 year
Marketing	optiMonkClientId	identification of the visitor.	1 year
Marketing	optiMonkSession	storing the Session ID, which refers to the current session of the visitor.	session

Personal data such as IP addresses are stored for up to 14 days. The data entered in the forms (e.g. e-mail address, first name, last name, telephone number) is stored on servers located in Frankfurt, Germany, via an encrypted connection and restricted ports.

2.2.7.Criteo

The Controller uses the online banner advertising service of Criteo. Criteo does not use any data that allows the direct identification of the user, such as first and last name, postal address, plain text email address, etc.

When a user browses a website or mobile application that uses the Controller's technology, this technology allows the Controller to collect a limited amount of data about the user's browsing, such as products viewed, added to shopping cart and purchased. This navigational data is linked to a unique ID, depending on the navigation environment, in particular an identifier cookie or any other similar technology (such as mobile ad identifiers and non-cookie technologies).

By browsing a website or mobile application that uses the technology of Criteo to display banner ads, either directly or via an advertiser exchange, it notifies Criteo that an advertising platform is available to offer personalised ads to the user. Criteo technology may decide to purchase this advertising platform in cooperation with the Controller. When using our technology, the ads displayed are based on recommendation algorithms.

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
Marketing	Criteo / criteo_write_test	Creates a unique ID for the visitor, which allows third-party advertisers to target the visitor with relevant ads and to display the most competitive offers to the user.	1 day
Marketing	Criteo / cto_bundle	Display relevant content and ads for the user. The service is provided by ad centres that allow advertisers to do real-time bidding.	13 months
Marketing	Criteo / cto_bundle	Display relevant content and ads for the user. The service is provided by ad centres that allow advertisers to do real-time bidding.	always
Marketing	Criteo / cto_tld_test	Used to identify the user between visits and devices to display relevant content and ads. The service is provided by ad centres that allow advertisers to do real-time bidding.	1 day

2.2.8. Tiktok Advertising

The Controller on its Website also uses the Tiktok plug-ins. TikTok Advertising is used to display interest-based advertisements on TikTok to users of our application when they visit the TikTok social network, and to measure and optimize the impact of these advertisements on conversions. For this purpose, event data is transferred to TikTok via the adjust platform to analyse the impact and performance of our advertising campaigns. Furthermore, the event data is used to create target groups, to display advertising actions relevant to the target groups and to continuously improve them. TikTok also uses event data for its own purposes, including to improve its services and for security purposes. TikTok assigns this information to a personal TikTok user account. When you visit the TikTok social network, you may be presented with personalized, interest-based advertisements.

Category	Name	Purpose of data processing	Duration of data processing (Expiry)
Marketing 1st party	**_ttp**	For measuring and improving the performance of advertising campaigns and personalising the user experience (including ads) on TikTok.	13 months
Marketing 3rd party	**_ttp**	For measuring and improving the performance of advertising campaigns and personalising the user experience (including ads) on TikTok.	13 months
Marketing 3rd party	**_pangle**	For measuring and improving the performance of advertising campaigns and personalising the user advertising experience provided by the Pangle advertising network.	13 months