

Privacy & Cookie Policy

1. Purpose of Privacy & Cookie Policy

The purpose of this Policy is to outline the privacy and data management principles applied by the website **taplinq.link** and **taplinq.cc** (hereinafter: Website) and the Company's privacy and data management policy.

Taplinq (Giant Advertising Ltd. (Rg.no.: 01-09-309661), 1136 Budapest, Balzac str. 12., E-mail: hello@taplinq.link) (hereinafter: Service Provider) manages the data of visitors to the website, registrants, customers, quote requesters, applicants, contact initiators, and any natural person, legal entity, or organization without legal personality who views the website or uses the website in any other way, regardless of whether they declare it or not (hereinafter collectively referred to as the Data Subject).

The purpose of this Policy is to ensure, in all areas of services provided by the Service Provider, for every individual, regardless of nationality or place of residence, that their rights and fundamental freedoms, especially the right to privacy, are respected during the processing of their personal data (data protection).

2. Cookies

2.1. What are Cookies?

During visits to the Website, the Service Provider sends one or more cookies – small files containing a character sequence – to the visitor's computer, through which its browser can be uniquely identified. These cookies are provided by Google and are used, for example, through the Google Analytics system. These cookies are only sent to the visitor's computer when visiting certain subpages, so only the fact and time of visiting that specific subpage are stored, and no other information.

The use of these cookies is as follows: External providers, including Google, store, through these cookies, information about whether the Data Subject has previously visited their advertiser's website. Based on this, external providers, including Google (e.g.: GDN), display ads to the Data Subject on the internet websites of their partners. The Data Subject can disable Google's cookies on the page for disabling Google ads. After disabling, personalized offers from the Service Provider will not appear to them.

2.2. Applied Cookies

- Session cookies:
Session cookies are automatically deleted after the Data Subject's visit. These cookies are used to make the Service Provider's website work more efficiently and securely, essential for certain functions or applications of the website to work properly.
- Persistent cookies:
The Service Provider also uses persistent cookies for a better user experience (e.g., providing optimized navigation). These cookies are stored in the browser's cookie file for a longer period, depending on the settings applied by the Data Subject in their internet browser.
- Security Cookies.

2.3 Third-party

External servers (third-party) assist in the independent measurement and auditing of website traffic and other web analytics data (e.g.: Google Analytics), as well as some conversion tracking codes for Google Ads and Facebook pixels.

Detailed information on the handling of measurement data can be provided by data controllers to the Data Subject. Contact: www.google.com/analytics, ads.google.com, www.facebook.com.

The "Help" function in the menu of most browsers provides information on how to:

- Disable cookies
- Accept new cookies
- Instruct the browser to set a new cookie
- Disable other cookies.

3. Data Handling Policy

3.1. Scope of Managed Data

When using certain functions on the site, the Data Subject is required to provide the following personal data:

- Name
- Phone number
- Email address
- Personal message

3.2. Purpose and Method of Data Handling

Data handling on the website is carried out based on the voluntary, adequately informed statement of the Data Subject, which includes the Data Subject's explicit consent for the use of their personal data disclosed during the use of the website. The legal basis for data processing is the voluntary consent of the Data Subject according to Section 5 (1) (a) of Act CXII of 2011 on informational self-determination and freedom of information (Info Act), and according to Act CVIII of 2001 on certain issues of electronic commerce services and information society services.

The Data Subject gives consent for each data processing through the use of the website, registration, or voluntary provision of personal data.

The purpose of data processing is to ensure the provision of services available on the website. The Service Provider stores the data provided by the Data Subject in a goal-oriented manner, solely for communication, and if the Data Subject subscribes to a newsletter, for sending newsletters and for later proof of the possible contract.

The Service Provider does not use or may use the provided personal data for purposes other than those stated in these points. The disclosure of personal data to third parties or authorities is possible only with the prior, explicit, and exclusive consent of the Data Subject, unless the law provides otherwise with mandatory force.

The Service Provider does not verify the personal data provided to it. The person providing the data is solely responsible for the accuracy of the provided data. When providing an email address, the Data Subject assumes responsibility for using the service exclusively from the provided email address. In connection with logins from a given email address, all responsibilities lie solely with the Data Subject who registered the email address.

3.3. Duration of Data Handling

The handling of personal data provided during registration begins with the registration and lasts until its deletion upon request. In the case of non-mandatory data, data processing lasts from the time of data provision to the deletion upon request of the relevant data. Deletion by the Data Subject and deletion by the Service Provider can occur at any time, as specified in the General Terms and Conditions (hereinafter: GTC).

3.4. Newsletters, Promotions, Subscriptions

In the case of newsletters, the handling of personal data lasts from the subscription to the newsletter on the website until unsubscribing.

4. Data Handling, Data Transmission, Data Processing

The data can primarily be known by the Service Provider and its internal employees, but they do not disclose them and do not pass them on to third parties. Data processing is carried out by the service provider. The Service Provider, during the processing of personal data, uses the following data processor for technical tasks only:

4.1. Data processors

Data processors perform data processing according to the instructions of the Service Provider, cannot make substantive decisions regarding data processing, can only process personal data that has come to their knowledge according to the directives of the Service Provider, and do not perform data processing for their own purposes.

Data Processors name:	Giant Advertising Ltd.
Data Processors address:	1136 Budapest, Balzac str. 12. fsz. 3.

Registry number of the data processor:	01-09-309661
Purpose of data processing:	Web hosting provider

5. Newsletters, Promotions

The Service Provider pays special attention to the legality of the use of the email addresses it manages, and uses them only in the following ways (automatic response, registration, quote request, information, or advertisement) for sending emails.

The management of email addresses primarily serves the identification of the Data Subject, order fulfilment, and communication during the use of services, and email sending is primarily done for these purposes.

In the case of changes to the services provided by the Service Provider or changes to the GTC, the Service Provider sends information about the changes and other similar services to the Data Subjects in electronic form, via email, in certain cases. However, the Service Provider does not use such notifications for advertising purposes.

5.1. Newsletter

For registrations, applications, contact forms, quote requests, or any other use of site functions, the Service Provider sends advertisements or emails containing newsletters only with the explicit consent of the Data Subject, in accordance with legal requirements and methods. When using certain functions on the site, the Data Subject accepts and gives explicit consent for the Service Provider to treat them as a subscribed user for future communication. The newsletter may contain direct marketing elements and advertisements. The Service Provider manages the data provided by the Data Subject during the use of the newsletter.

In the case of newsletters, the Service Provider processes the data provided by the Data Subject until the Data Subject unsubscribes from the newsletter by clicking the "Unsubscribe" button at the bottom of the newsletter, or requests removal from the list of newsletter subscribers in writing, either by email or by mail. Upon unsubscribing, the Service Provider will not contact the Data Subject with further newsletters or offers, only in relation to information and communication. The Data Subject can unsubscribe from the newsletter at any time and withdraw their consent.

6. Other Provisions

The Data Subject declares that they have read this Privacy & Cookie Policy and its contents, and after interpreting it as consistent with their will, expressly accepts and approves everything in it.

Date of the last modification of the Privacy & Cookie Policy:
2023.10.27.