

Cookie Management Policy

The website of **Pneucom Bt.** employs the use of cookies to ensure the smooth operation of the website, enhance user experience, track user activities, and provide relevant offers.

Please carefully read this document and only avail yourself of the website's services if you fully agree with and accept all its provisions as binding upon you (hereinafter referred to as the "User"). Please note that this policy solely pertains to the management of cookies on the specific website.

What is a Cookie?

Cookies are text files with small data packets that internet services store in web browsers. These cookies constitute an indispensable technology for the efficient delivery of modern online services, which is universally supported by all contemporary web browsers.

Generation of Cookies

Initially, the client computer sends a request to the server. Subsequently, the server generates a unique identifier, storing it within its proprietary database. Thereafter, the server transmits the resulting cookie, encapsulating all relevant information, back to the client. The received information cookie is then stored on the client computer.

Utilization of Cookies

Upon subsequent communication between the client computer and the server, the previously generated and stored cookie is matched. The server compares the content of the received cookie with the stored counterpart, thereby facilitating the seamless identification of, for instance, a registered user who has logged in. Without this functionality, it would be impossible to authenticate a user's access to a website.

Types of Cookies and their Purpose

The website uses cookies for the following purposes:

- **Website Development:** Cookies are used to enhance the functionality of our website, ensuring ease of use and providing a smooth user experience.
- **Navigation Facilitation:** Cookies contribute to simplified navigation and usage of our website and its features, guaranteeing a seamless user experience.
- **Information Gathering:** Cookies enable the collection of information pertaining to your usage of our website. This data is analyzed to identify the sections of our website that are most frequently visited or utilized, thereby enabling us to further enhance your user experience during future visits.
- **Targeted Advertisements:** Cookies are employed to display personalized advertisements on other websites, tailored to your interests and preferences.
- **User Differentiation and Identification:** Cookies facilitate the distinction and identification of individual web browser users.
- **Tracking of User Activities:** Cookies are used to track user activities on the website, allowing us to deliver messages regarding offers that are specifically relevant or of particular interest to you.

Types of Cookies

Functional Cookies

These cookies are essential for ensuring the proper functioning of the website, facilitating its usage, and gathering information about user activities without personally identifying visitors.

Examples of such cookies include the status of the cookie policy acceptance, the retention of login methods and data, the status of website notification messages, and the utilization of the reduced-functionality Google Analytics code.

It is crucial to note that without these cookies, we cannot guarantee a comfortable user experience on our website.

Statistical Cookies

To improve our website and enhance user experience, statistical cookies are employed to gather information regarding website usage by visitors. These cookies do not personally identify users but collect data such as the pages viewed, the sections of the website accessed, the number of pages visited, the duration of each session, and if there were any encountered error messages.

Performance Cookies

Performance cookies include cookies associated with Google Analytics. For further information on Google Analytics cookies, please refer to:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Performance cookies also encompass cookies associated with Google Optimize. Details regarding Google Optimize cookies can be found here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Targeting and Advertising Cookies

The objective of targeting and advertising cookies is to display advertisements on websites that are of interest or relevance to you. These cookies do not personally identify you unless you have provided consent. They gather information such as the pages visited, the sections of the website accessed, and the number of pages visited. The purpose of collecting this information is to customize the content and advertisements to align with your interests.

However, if you have provided consent, the information collected through website usage tracking may be combined with your personal data. This enables us to tailor our marketing communications more effectively to your needs and present you with personalized offers.

Advertising Cookies from the following service providers are used on our website:

Google

For detailed information regarding this service, please follow this link:

<https://www.google.com/intl/hu/policies/privacy>

Facebook

For detailed information regarding this service, please follow this link:

<https://www.facebook.com/help/cookies>

How to Verify and Disable Cookies?

It is possible to modify cookie settings in all contemporary web browsers. By default, most browsers automatically accept cookies. However, these settings are generally adjustable, enabling the browser to obstruct automatic acceptance and present the option to authorize or decline cookies on each occasion.

We would like to draw your attention to the fact that preventing or deleting cookies may impede the full functionality of our website, as cookies are primarily employed to facilitate and streamline its usability and processes. Consequently, the website may not perform as intended within your browser.

For comprehensive guidance on cookie settings in the most widely used browsers, please refer to the following links:

- [Google Chrome](#)
- [Firefox](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Safari](#)

Should you have any further questions or concerns regarding our cookie management practices, please do not hesitate to contact us.

Sincerely,

Pneucom Bt.