

Privacy Policy

1. INTRODUCTION

Protecting personal data and complying with current legislation is a top priority for us. This privacy policy provides detailed information to visitors and clients of graphiclickdesign.hu about the data processing practices of Anita Tatár, Sole Proprietor.

Data Controller and Responsible Party:

Name: Anita Tatár – Sole Proprietor

Address: 2094 Nagykovácsi, Bükk utca 18, Hungary

Email: hello@graphiclickdesign.hu

Registration Number: 60151164

Tax Number: 90809303-1-33

2. SCOPE, PURPOSE AND LEGAL BASIS OF DATA PROCESSING

COMMUNICATION DATA

This includes all messages sent via the website, email, or social media channels.

- **Purpose:** Contact, offer provision, issue resolution.
- **Legal Basis:** Necessary for steps prior to contact conclusion (GDPR Art. 6(1)(b)) or voluntary consent.

USER DATA

This includes IP address, browser data, time spent on the site, navigation paths, and device information.

- **Purpose:** Ensuring technical operation of the site, backups, and improving user experience.
- **Legal basis:** Legitimate interest of the service provider (GDPR Art 6(1)(f)) for secure and efficient website operation.

MARKETING DATA

- Visitor preferences, newsletter subscriptions, advertisement effectiveness (e.g., Facebook, Instagram).
- **Purpose:** Sending relevant offers, targeted advertising.
- **Legal basis:** Explicit voluntary consent of the user (GDPR Art. 6(1)(a)).

Sensitive Data: We do not collect special categories of personal data (e.g., racial origin, religion, health information).

3. HOW WE COLLECT DATA

Personal data may be collected directly from the user (for example, when placing an order or sending a message). Additionally, certain data may be collected automatically during the use of the website, such as through cookies and similar technologies. These only become active after the user provides consent.

For more information, please see our Cookie Policy. Certain data is also received from external partners, such as analytics providers like Google (non-EU partner), advertising networks like Facebook (non-EU partner), or payment providers like Stripe.

4. DATA PROCESSORS (EXTERNAL PARTNERS)

- **Hosting:** EVOLUTIONET Kft. (7342 Mágocs, Széchenyi utca 75, email: ugyfelszolgalat@szerverum.hu) Security backups are regularly performed on the provider's servers.
- **Online invoicing:** KBOSS.hu (Számlázz.hu), 1031 Budapest, Záhony utca 7
- **Project management and administration:** Notion Labs, Inc., USA (data transfer based on the EU Commission-approved Standard Contractual Clauses (SCC)).
- **Analytics:** Google LLC (Google Analytics) | 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.
- **Advertising:** Meta Platforms, Inc. (Facebook/Instagram) | 1601 Willow Road, Menlo Park, CA 94025, USA.

International data transfer: For USA-based partners (Notion, Google, Meta), data protection is ensured by the EU-U.S. Data Privacy Framework adequacy decision and the Standard Contractual Clauses (SCC) approved by the European Commission, guaranteeing European-level data security..

5. MARKETING COMMUNICATION

Marketing communication is essential for the operation of the business. The legal basis for related data processing is the user's interest in our services or their explicit consent.

Marketing messages are only sent if you have explicitly consented or if you are already a customer (according to PECR regulations). The withdrawal of consent and unsubscribing from messages are always made easily accessible. Every email includes an unsubscribe link, or removal from the database can be requested via hello@graphicclickdesign.hu.

Even after unsubscribing from marketing communication, we may still send messages strictly related to the fulfillment of orders.

6. DATA RETENTION PERIOD

Data is stored only as long as necessary to achieve the purpose or to fulfill a legal obligation:

Billing data: At least 8 years (according to the Accounting Act)

Contact data: Until the matter is closed or consent is withdrawn

Marketing data: Until consent is withdrawn (unsubscribe)

7. RIGHTS OF THE SITE VISITOR

Under GDPR, you have the following rights:

1. **Access:** You can request a copy of your stored data.
2. **Rectification:** You can request the correction of incorrect data.
3. **Erasure („right to be forgotten”):** You can request the deletion of your data (except where retention is required by law).
4. **Restriction:** You can request the restriction of data processing.
5. **Objection:** You can object to the processing of your personal data based on legitimate interest.

Requests will be fulfilled no later than 30 days. To prevent abuse, we may request verification of identity before fulfilling a request.

8. REMEDIES

In case of any complaint, please first contact us at hello@graphiclickdesign.hu. You are also entitled to contact the authority:

National Authority for Data Protection and Freedom of Information
1125 Budapest, Szilágyi Erzsébet fasor 22/C., Mailing address: 1530 Budapest, Pf.: 5.
Phone: +36 1 391 1400
Fax: +36 1 391 1410
Email: ugyfelszolgalat@naih.hu
Website: <http://www.naih.hu>

9. ANONYMIZED DATA AND COOKIES

The **graphiclickdesign.hu** website, email messages, and advertisements use so-called “cookies” and similar technologies such as tracking codes, re-marketing tags, and pixels, which only activate after user consent.

These technologies help us better understand user behavior and interests, thereby supporting higher-quality and more efficient operation. Our goal is to make the use of **graphiclickdesign.hu** as user-friendly and personal as possible.

If the user wishes to prohibit the recording of non-personal data by these technologies, this can be done in the following ways:

- By disabling the loading of cookies via the cookie warnings displayed on the website
- By disabling cookies in the browser settings

For further information regarding other cookies and tracking codes used on **graphiclickdesign.hu**, please refer to our Cookie Policy.