

INFORMATION ON THE USE OF COOKIES

beres.hu

1. The Data Controller

Béres Pharmaceuticals Private Limited Company

registered office: 1037 Budapest, Mikoviny utca 2-4.
Represented by: Chief Executive Officer Ferenc Major
email: adatvedelem@beres.hu
website: www.beres.hu
(hereinafter: the “Data Controller”)

Where a particular cookie or cookies is operated by a third party (e.g. Facebook), the data recorded in the cookie is sent to the operator. These operators are separate data controllers, independent of us. We have indicated where you can find their data processing notices in the description of the cookie.

2. What are cookies?

A cookie is a small text file that is stored on the hard drive of the computer or mobile device until the expiry date set in the cookie and is activated on subsequent visits to the site (i.e. it reports back to the web server). Websites use cookies to record information about the visit (pages visited, time spent on the pages, browsing data, exits, etc.) and personal settings. This tool helps to create a user-friendly website to enhance the online experience of visitors.

Cookies are distinguished according to their duration, purpose and origin, as follows:

2.1. Session and persistent cookies

We distinguish between two types of cookies based on their expiry date: “session cookies” and “persistent cookies”.

“**Session cookies**” are stored on a computer, notebook or mobile device only temporarily, until the visitor leaves the site; these cookies help the system to memorise information so that you do not have to enter or fill out the information again. Session cookies are valid only during a particular session of the user, and are intended to prevent data loss (for example, when filling in a longer form). This type of cookie is automatically deleted from the visitor’s computer when the session is terminated or the browser is closed.

“**Persistent cookies**” are stored on your computer, notebook or mobile device even after you leave the site. These cookies help the website to recognise the visitor as a returning visitor. In all cases where user authentication is essential – e.g. a webstore, internet banking system, webmail – they are a prerequisite for the adequate operation of these systems. Persistent cookies do not in themselves contain personal data and can only be used for identifying the user if matched with the associated data stored in the server’s database. **The expiry date of persistent cookies is indicated in the cookie description.**

2.2. Proprietary and third-party cookies

Where the cookie is installed on the device by our web server, it is called a proprietary cookie; if the source of the cookie is a code inserted by an external service provider (e.g. Google) into the website concerned, it is a third-party cookie.

2.3. Required cookies, statistics cookies and marketing cookies

A “required cookie” provides functions that are essential to the operation of the website. (An example might be a form completion guide.) As the website cannot work without the cookie, the visitor's consent is not required for its use.

A “statistics cookie” collects statistics about how a visitor uses the website, which topics he views, what he clicks on, and how he scrolls through the website. This helps us understand for example which articles are the most popular. The use of such cookies is not essential, so their use requires the consent of the visitor.

The purpose of a “marketing cookie” is to display targeted, personalised advertisements on various advertising spaces (e.g. Google, Facebook). This cookie analyses, for example, the means and the location of accessing the website, records the number of visits, the videos viewed, etc.

The precise purpose of the cookies is indicated in the description.

3. What cookies do we use?

3.1. Cookies that are essential for the operation of the website

Legal basis of the data processing: Our legitimate interest in the adequate operation of the website, based on Section 13/A(3) of Act CVIII of 2001 *on Certain Aspects of Electronic Commerce and Information Society Services*. If the cookie is deleted, the function (purpose) associated with the cookie will not be realised.

name	purpose	duration of data processing	cookie provider (data processing notice)
_cfduid	The cookie is set by the CloudFlare service to identify trusted web traffic.	29 (twenty-nine) days	Proprietary cookie

3.2. Marketing cookies

Legal basis of the data processing: The visitor's consent, which is given in a pop-up window on the website. Consent may be withdrawn at any time, but such withdrawal will not affect the lawfulness of any data processing that has taken place prior to such withdrawal. If consent is withdrawn, we will not receive any data about the browsing.

name	Purpose	duration of data processing	Cookie provider (data processing notice)
IDE	This analyses the visitor's steps after clicking on each advertisement in order to measure the effectiveness of the advertisements and display personalised advertisements on Google's advertising platforms.	1 (one) year	Google (DoubleClick) Information on data processing: https://support.google.com/admanager/answer/2839090?hl=hu

test_cookie	When visiting the website, the system uses the cookie to identify whether the visitor's browser supports the use of cookies.	1 (one) day	https://policies.google.com/privacy?hl=hu
VISITOR_INFO1_LIVE	It identifies the visitor's bandwidth.	179 (one hundred seventy-nine) days	Google (YouTube) Information on data processing: https://policies.google.com/privacy?hl=hu https://policies.google.com/technologies/product-privacy?hl=hu
YSC	It keeps statistics on the YouTube videos watched.	Duration of the visit	
yt-remote-fast-check-period yt-remote-session-app yt-remote-session-name yt-remote-cast-installed	It records the settings and display used in the video player.	Duration of the visit	
yt-remote-connected-devices yt-remote-device-id		Persistent	

4. How can I enable or disable cookies?

The settings can be managed in a pop-up window on the website and/or in the browser. As each browser is different, you can use your browser's toolbar to set your cookie preferences, including deleting them. More information about the settings can be found in the browser's Help or directly from the links below (Ctrl+left mouse button).

- [Link to the Microsoft cookie settings guide.](#)
- [Link to the Mozilla Firefox cookie settings guide.](#)
- [Link to the Google Chrome cookie settings guide.](#)
- [Link to the Opera cookie settings guide](#)
- [Link to the Apple Safari cookie settings guide](#)

Last updated: 13 November 2020