
Reneva

**Information about the cookies used on the
website www.renevamed.com**

What are cookies?

A cookie is a small (approx. 4kB) data package, a file that can be interpreted by computers, which is placed on the user's computer by the server running the given internet service when using the internet service or visiting a website in order to be able to use the website or internet service efficiently providing a user experience that meets today's expectations. With the help of cookies, browsers can be recognized more easily, so users can receive relevant and "personalized" content; in addition, they make browsing more convenient (including online data security, ensuring relevant advertising), and with the help of these, website operators can also prepare anonymous statistics about the habits of site visitors, through which they can tailor the appearance and content of the site even more to the needs of the users.

The so-called web beacons (they are also called pixel tags or web bugs) have a similar function to cookies, are often used together, and can be used to measure and track the actions performed by users on the website and visitor statistics. If cookies-related web beacons are placed on a website, you can also prevent the web beacons from tracking your actions on the website by disabling cookies in your browser. [Cookies in this information sheet also mean these.]

Cookies are usually grouped according to their function and storage time. We can distinguish:

- essential (required for the website to function),
- functional or convenient (facilitating the use of the website),
- statistical or performance - helping to analyze the behavior of users for the purpose of developing the website),
- for marketing purposes (advertising or targeting)

cookies, and

- session cookies (these are only stored for the duration of the browsing process on the given website),
- permanent (until deleted) or stored for a specified period of time so-called saved cookies.

Some cookies also differ in whether they are suitable for connecting to any specific natural person (in this case, personal data is also processed) or whether they do not contain such data.

Cookies used on the website

By visiting the website and by pressing the "I accept" button in the pop-up window, the website visitor consents to the Data Controller using cookies managed by external service providers necessary to record the following data and information in connection with the website for the purposes indicated here.

We use Google Analytics on the website, which transmits data related to website traffic to Google and through it to the Data Controller as the website operator. Google Analytics is Google's analytical tool that helps website and application owners get a more accurate picture of their visitors' activities. The service - if the user visiting the website consents to the storage of cookies in their browser - uses cookies to collect information and report statistical data on the use of the website without individually identifying the visitors to Google.

The primary purpose of using such data is to enable the Data Controller to operate the website properly, which requires, in particular, the monitoring of website visit data. To this end, the Data Controller compiles and analyzes statistics regarding the use of the website from the information obtained in this way. We also use the data to improve the functions and develop the content of the website by analyzing the usage trends and the traffic of the website and the main characteristics of the traffic.

The Data Controller does not use the data collected with the help of cookies to identify the visitor of the website, and the Data Controller does not connect this data with other potentially identifiable data. Only the third-party service provider handling cookies [Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA] and the Data Controller have access to such data.

Google Analytics cookies used on the website:

name	retention period	collected data	purpose of data management
_ga	2 years	Google Analytics identifier	helps to calculate the number of individual users visiting the website
_ga	1 minute	Google Analytics identifier	helps to calculate the length of the given session of the website visitor
__gid	24 hours	Google Analytics identifier	distinguishing different website visitors anonymously for statistical purposes

You can read more about Google's data management and Google Analytics cookies here:

- <https://policies.google.com/privacy?hl=hu>, and
- <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Browser cookie settings

The user can delete cookies from his computer at any time, or set his browser to prohibit the use of cookies (these functions are usually available in the browser tools/settings menu under data protection settings, in the cookie or content settings menu items). At the same time, banning the use of cookies may mean that the website will no longer function to its full potential.

You can find information about the cookie settings of the most popular browsers at the following links:

- [Google Chrome](#)
- [Firefox](#)
- [Microsoft Internet Explorer 11](#)
- [Microsoft Internet Explorer 10](#)
- [Microsoft Internet Explorer 9](#)
- [Microsoft Internet Explorer 8](#)
- [Opera](#)
- [Safari](#)