

PRIVACY POLICY

Data Controller:

- Company name: Beliczai Lajos Gyula e.v.
- Registered office: 1015 Budapest, Batthyány utca 28-30
- Tax number: 59595663-1-41
- Registration number: 57642958
- Website: <https://bellibro.hu>

1. General Information

1.1. The data controller considers the protection of users' personal data to be of paramount importance in the operation of the webshop and respects the data subjects' right to informational self-determination.

1.2. Our data processing complies with the applicable data protection legislation, in particular:

- Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information,
 - Act C of 2000 on Accounting,
 - Act CVIII of 2000 on Certain Issues of Electronic Commerce Services,
 - Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).
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2. Scope of Processed Data and Data Subjects

2.1. During purchase and order: name, e-mail address, phone number, delivery address, billing address, details of ordered products, payment method and data.

2.2. Subscription to notifications: name, e-mail address (based on consent).

2.3. Contact (form, e-mail): name, e-mail address, optionally phone number.

2.4. Cookies and online identifiers: IP address, browsing data, website usage habits (Google Analytics, Facebook/Instagram remarketing, YouTube embeds).

2.5. Data transferred to delivery partners: name, delivery address, phone number, e-mail address.

3. Purpose and Legal Basis of Data Processing

3.1. Performance of contract: processing orders, delivery, invoicing, execution of payment.

3.2. Compliance with legal obligations: retention of accounting and taxation data.

3.3. Based on consent: sending notifications.

3.4. Based on legitimate interest: ensuring the technical security and operation of the webshop, prevention of misuse.

4. Cookies and Online Tracking

4.1. Our website uses cookies to ensure functionality, for statistics, and for marketing purposes.

4.2. Types of cookies:

- **Essential cookies:** necessary for the webshop to function (cannot be disabled).
- **Statistical cookies:** Google Analytics (based on consent).
- **Marketing cookies:** Facebook Pixel, Instagram, YouTube, Google Ads (based on consent).

4.3. Users may decide about the use of cookies in the cookie banner, where they can accept or reject non-essential cookies. Consent may be withdrawn at any time.

5. Data Transfers and Processors

5.1. Delivery: GLS Hungary Kft., Foxpost Zrt., MPL, Novapost.

5.2. Invoicing: Számlázz.hu (KBOSS.hu Kft.).

5.3. Payment: Barion Payment Zrt. (independent controller), PayPal.

5.4. Marketing and analytics: Google LLC, Meta Platforms Ireland Ltd., YouTube.

If data is transferred outside the EU (e.g. systems of Google, Meta), such transfer is carried out on the basis of the European Commission's Standard Contractual Clauses (SCC).

6. Data Retention Period

- Customer data: until performance of the contract, and in case of accounting obligations, for 8 years.
- Notification e-mail data: until withdrawal of consent.
- Contact data: until the end of case administration.
- Cookies: depending on browser settings, up to 2 years.

7. Rights of Data Subjects

Data subjects are entitled to:

- request information about the processing of their personal data,
- request rectification, deletion or restriction of processing,
- object to the processing of personal data,
- request data portability,
- withdraw their consent at any time.

In case of complaints, data subjects may contact the **National Authority for Data Protection and Freedom of Information (NAIH)**:

- Address: 1125 Budapest, Szilágyi Erzsébet fasor 22/C
- Website: <https://naih.hu>

8. Data Security

The data controller applies appropriate technical and organizational measures to protect data against unauthorized access, loss, unlawful alteration or disclosure.

9. Contact

Requests and complaints related to data protection may be submitted at the following contact:

- E-mail: bellibro@bellibro.hu