Cookie policy

This Cookie Policy explains how the website www.szilvahaz.hu (hereinafter: the "Website") uses cookies to ensure proper operation, enhance user experience, and for statistical and marketing purposes.

Data Controller:
Ocean Prime Ingatlan Kft. (Szilva Ház)
Registered office: 3534 Miskolc, Muhi u. 47., Hungary
Mailing address: 3348 Szilvásvárad, Egri út 70., Hungary
E-mail: info@szilvahaz.hu

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1. What Are Cookies?

Cookies are small data files placed on the user's device (computer, mobile phone, tablet) when visiting a website. Cookies enable the Website to recognize the user's device and store certain information about browsing preferences or past actions.

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2. Types of Cookies Used

a) Strictly Necessary Cookies

These cookies are essential for the proper functioning of the Website. Without them, certain parts of the Website may not operate correctly.

Legal basis: Legitimate interest.

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b) Statistical (Analytics) Cookies

These cookies collect anonymous or aggregated information about how visitors use the Website (e.g., number of visitors, most visited pages, traffic sources).

Legal basis: User consent.

Example service provider:

- Google Analytics

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c) Marketing Cookies

Marketing cookies are used to display relevant advertisements and to carry out remarketing activities.

Legal basis: User consent.

Example service providers:

- Google Ads (remarketing and conversion tracking)

- Meta Platforms advertising services (Facebook, Instagram)

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3. Third-Party Cookies

Certain cookies may be placed by third-party service providers (such as Google or Meta). These providers process personal data in accordance with their own privacy policies.

For more information, please refer to the relevant providers' privacy notices.

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4. Duration of Cookies

Cookies may be:

- **Session cookies** – deleted when the browser is closed

- **Persistent cookies** – stored on the user's device for a defined period

The exact retention period depends on the type of cookie.

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5. Consent and Cookie Settings

The Website requests prior consent for the use of non-essential cookies.

Users have the right to:

- Withdraw their consent at any time

- Modify cookie preferences

- Delete or disable cookies via browser settings

Most browsers allow cookie management in their settings menu.

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6. Data Subject Rights

In relation to personal data processing, users have the right to:

- Request access to their personal data

- Request rectification or erasure

- Request restriction of processing

- Object to data processing

- Lodge a complaint with the competent supervisory authority

For detailed information, please refer to the Website's Privacy Policy.