

## **Information about the use of cookies**

### **1. Data management**

The webpage at <https://totallsport.com/> Internet address is operated by

#### **Goal Hungary Trading and Service Limited Liability Company**

Short name: Goal Hungary Ltd.

Registration number: 03-09-125370

Tax number: 24146041-2-03

Headquarters: 11 Gazdasági vineyard, Helvécia, Hungary 6034 (Magyarország, 6034 Helvécia, Gazdasági dűlő 11.)

Place of establishment: 36 Küküllő Street, Helvécia 6034 Hungary (Magyarország, 6034 Helvécia, Küküllő u. 36.)

Place of business: 8-10 Dobó Istán Boulevard, Kecskemét 6000, Hungary (Magyarország, 6000 Kecskemét, Dobó István krt. 8-10.)

(Controller hereafter).

We would like to inform you that in order to improve the quality of the services of the website <https://fenomenonstore.com/> (hereinafter: the website), to facilitate the use of the website, and with your consent, for the purpose of analysing visits and displaying online advertisements, so-called we use "cookies" or "sütik" in a Hungarian word. You can read about cookies in general and after that you can read about data management what is effectuated by the cookies of our website.

### **2. Cookies in general**

#### **2.1. What are cookies?**

A cookie is such a group of data (alphanumeric information packet with changing content) that is sent to your device by the server of the website you are visiting. Cookies are stored in the browser programme of your computer, telephone or tablet, which can be read later by sending server. Cookies cannot be read by other websites, only the one that has placed them. Cookies inform us about the way visitors use our website. Cookies are meant to be used for administrative goals by Controller, to measure how many visitors enter the website and to make process of browsing easier by memorizing sites that were opened within website earlier.

No cookies contain personal information that could enable anyone to reach You through e-mail, telephone or post. Cookies themselves are not able to identify users, can only identify users' devices. In case You do not want to accept usage of cookies on the website You can set the browser You are using to send You a message about or to prevent placing them.

Functions similar to cookies can also be implemented with tools that cannot be considered cookies in the IT sense, because they only partially correspond to the above description. However, from the point of view of data protection and data management, the rules regarding cookies must also be observed when using such tools, therefore, the term cookie mentioned in this document should also include such additional tools.

## 2.2. How can you regulate the operation of cookies?

We place cookies on devices (computer, telephone or tablet) You are using during your visit on our website. We inform You about this at the beginning of browsing our website, when the main page is loading, in a pop-up window.

Your approval does not have to be asked to implement cookies on your device which are necessary to ensure the functions and comfortable usage of our website. We need your consent to start the operation of the cookies used to identify your device and to analyse anonymous visits and to collect data for marketing purposes. Your permission will be asked in the pop-up window mentioned above. This window can be brought up at any time by clicking on 'Cookie settings' sing at the bottom of the screen and your permission to each data collecting may be changed later as well.

Apart from the above-mentioned setting option provided by us You can decide to ban and delete them any time in the settings of your browsing programme. However, we inform You that without using 'necessary/functional' cookies, you will not be able to reach several functions which make browsing easier, even some of our services will probably not function properly.

## 2.3. Handling settings of cookies in browsers

You can modify your setting of cookies through a pop-up window or your browser. You can ban the use of cookies by activating a setting in your browser which enables refusing all or certain cookies. These settings can usually be reached at the 'Settings' or 'Preferences' menu of your browser. You can get more information by using these references.

Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

Firefox:

<https://support.mozilla.org/hu/kb/sutik-informacio-amelyet-weboldalak-tarolnak-szami?redirectlocale=en-US&redirectslug=Cookies>

Microsoft Edge: visit <https://support.microsoft.com> and write the word 'cookies' into the browser.

Safari: visit <https://support.apple.com/> and write the word 'cookies' into the browser.

Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

## 2.4. Types of cookies

Cookies can be session cookies appearing during work process, or persistent cookies. We also make difference between internal (comes from the first party) and external (comes from a third party) cookies. You can read about them below in order to understand cookies we use and why we use them.

## 2.5. Cookies valid during work process

Cookies appearing during work process make it possible for us to recognize You while visiting our website, so browser can memorize every site change or choice made from site to site during browsing inside the website. These cookies enable You to progress through and backwards various pages of a website fast and smoothly, without having to identify yourself at every page, or having to repeat processes (e.g. filling in a form). Such cookies are automatically deleted from your device after browsing the page or closing the browser, but within a few hours at most.

## 2.6. Permanent cookies

Permanent cookies stay „permanent” on your computer for a certain period of time (days, weeks, months or years) after finishing browsing process, so they can help to recall preferences or activities of users when visiting the website later as well (e.g. by using them some data entered on the form at the given page might be stored). Until the end of expiry of validity period, saved cookies are stored on your device, however, you can delete them before determined deadlines.

## 2.7. Cookies coming from the operator of our website

These cookies come from the server of website being surfed. In this case, we are talking about functional cookies - and cookies that make usage comfortable - that are coming from the server storing website operated by Controller. We gave a description and details of functioning of them above. They possibly (according to your choice) remember IP address of your device, pages visited during browsing on the webpage.

Thus, you can avoid repeating processes - when opening a new website or returning to a website - through opening the same pages, or - based on your decision - You do not need to identify yourself or log in again and again. We use cookies in order to provide our registered users appropriate entitlements; when users enter website, they get necessary entitlements. These cookies do not store any other information related to this, neither time of entry, nor who entered, we simply check entry entitlement with them.

These cookies are so-called work process cookies valid during browsing time. This means when somebody starts surfing the website, cookies are activated, and are valid until maximum of a few hours after the last activity, or are deleted when logging out.

An exception is a cookie that remembers - according to your choice - your log in data on

your device for 365 days.

## 2.8. Cookies coming from a third party

Cookies from a third party do not come from Controller or server that stores the website. These cookies are stored by Your computer, telephone or tablet as well during Your visit as follows.

### 2.8.1. Visit analysis

Tools of Google cookies are used to monitor sites and collect information about the use of websites (number of visitors, visited sites, visitors' part of the country, what other websites visitors have entered before, which browser they use, which operation system they use, which internet service they use, parameters of monitor visitors use, time of entering to the website and time of leaving it). We use these pieces of information to create statistics and improve our website.

The visit analysis with the settings used by us results in anonymous statistical data on the basis of which your device (and you) cannot be identified. However, Google Ireland Ltd., the provider of analytical cookies, may potentially be able to identify your device and you in view of the additional services provided directly to you. This is the case, for example, if you visit our website in the same browser in which you are simultaneously logged in with your Google account. However, we cannot identify you or your device in this case either. For the data collected in this way, Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland) has access to, owns and operates Google tools.

For further information please visit the following websites:

a Google <https://marketingplatform.google.com/about/analytics/>.

Visit analysis cookies are so-called permanent cookies, their storage lasts a maximum of two years, but in practice, depending on the type of cookie, this can be a few months or a very short time.

### 2.8.2. Marketing cookies

Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland) and Meta Platforms Ireland Ltd. (Facebook - Merrion Road, Dublin 4, D04 X2K5, Ireland) (called together as Service Providers in the followings) ensure online marketing services through cookies and through so called 'pixel'. Through their services, Service Providers have an insight into measurement of website and mapping browsing habits as well.

These pieces of information are stored on devices of Service Provider's as permanent cookies which work for no more than two years that are fixed on user's device which was used for browsing. Users may delete these cookies on their devices in the settings menu of their browsers. During data collecting done by pixel nothing is being stored in your browser. Service Providers also use these pieces of data to forward targeted

advertisements to users. By linking data - which have been collected by cookies and pixel - and by identifying your browser or by the IP address of the browser, Service Providers gather a group of interests based on browsing habits. Then they forward targeted advertisements to device.

For further information please visit the following website of the above Service Providers:

<https://www.google.ie/> (Google),

<https://developers.facebook.com/products> (Facebook)

Cookies like these work on the page only in case of your approval.

### **3. The data processing implemented by us in connection with the cookies and log files used on our website**

3.1. Concerned parties in processing: All Users who visits this website, regardless of whether they use the offered services or not at website.

3.2. Legal basis of processing: it is not compulsory to ask Your approval to handle information that is technically absolutely necessary to provide services. Log files and certain cookies carry out the procession of such data. Chapter for says about log files and You can read about cookies of these below. Pursuant to the above, the legal basis for processing such data is the legitimate interest of the Data Controller based on point f) of Article 6 (1) of the GDPR.

Relying on this legal basis, Controller handles exclusively those types of data that are necessary to ensure a user-friendly operation of website, and works with them only until it is needed. These pieces of information are such technical data which is essential to provide an enjoyable appearance of website, proper and comfortable use of its functions. Data are not forwarded to a third party and are not used for any other purposes. Controller works with service providers indicated in Chapter 14 under in connection with these data. As a result, processing does not have any risks on User's side, however, using the website properly is not possible without handling data. It is the rightful interest of Controller to operate website properly, as it can only provide its services this way, it is an inevitable condition for its functioning. Consequently, Controller handles information mentioned above in order to fulfil this goal as its rightful interest, and based on which rightful interest - because processing is not high risk for User - Controller limits User's autonomy to a proportional extent.

Visit analysis is made by collecting anonymous data so it does not involve personal data management.

With regard to the data management that enables marketing activities, as well as visit analysis, the legal basis for data management is your consent based on point a) of Article 6 (1) of the GDPR. You can contribute to the collection of data for marketing purposes and visit analysis by checking the box in the information window that pops up when you start browsing the website. Although we do not process personal data based on the visit analysis data, as Google can potentially identify you, we can only use the visit analysis

with your consent.

### 3.3. Determining the scope of handled data:

In order to ensure user-friendly browsing the handled data is:

- websites visited during entering website and the order of opening them,
- User's IP address.

Data involved in online marketing activities:

- Frequency of viewing the different pages of the website and measuring the time spent with browsing the different pages,
- Conclusions that can be drawn from these above about your interests,
- Your browser ID.

In case of storing data that is handled to check entry rights when entering website (can be stored based on User's consent):

- User's e-mail address (as user name) or user name,
- password,
- IP address of User's device.

The general visit analysis is carried out by collecting anonymous data, so we do not manage personal data in this regard.

### 3.4. Purpose of processing: to provide a user-friendly and safe operation of the website and to do some online marketing activity.

This includes the following:

a) Necessary and functional data processing ('Indispensable' and 'Functional' categories among pop-up windows):

- Identification of User's browser device, and remembering identifying data - during browsing time - based on IP address. Surfing the Internet becomes smoother, as without this function, Users would be obliged to identify themselves at each website they visit.

b) Data processing about browsing habits ('Analytics' category among pop-up windows) the following data required for the following purposes are recorded by us anonymously, they cannot be linked to a person. In this case, we do not process your personal data.

- Measuring visits to the website, measuring the frequency of views of individual pages of the website and measuring the duration of browsing on individual pages of the website in order to adapt the website to the needs of users and to learn about their interests.
- Approximate location of the device used for browsing (part of the country), for the purpose of mapping the territorial distribution of interest in our service.
- Identifying the website from which you came to this website in order to learn about other topics of interest to those interested in our service.

By collecting the above anonymous data, we can measure the awareness of our service and the effectiveness of our marketing activities, and make them more effective.

We use the tools of Google Analytics (Google Ireland Ltd.) to collect this data. When

viewing pages that use Google Analytics tools, Google cookies remember the preferences and information you indicate, which also means that we learn about anonymous data that is used to measure website traffic and map browsing habits.

c) Data processing for marketing purposes ('Marketing' category among pop-up windows):

In case you agreed to collect browsing data to use them for marketing purposes we are able to show you targeted advertisements during you are browsing on the Internet.

When targeted advertisements are visualized we can show our advertisements by using Google Ireland Ltd.'s and Meta Platforms Ireland Ltd.'s resources, at the same time above listed Service Providers use this data for their own purposes to show third parties' advertisements for you. These advertisements are based on your main areas of interest which are concluded from your browsing habits.

While doing so, the above listed Service Providers set out the possible interests by connecting data of browsing habits and your browser ID of the browser that was used for searching then targeted advertisements are sent to the given device. It means that recorded data is not connected directly to you as a person but to the device that is being used for browsing primarily to Your browser.

Google Ireland Ltd. and Meta Platforms Ireland Ltd. are not authorized to reach data described in this point in the same way that they cannot reach any other data mentioned in this information.

d) Data which is signed to the following purposes are handled on a way that they can be connected to You, but we have access to them only this type of technical uses at the time of entering, otherwise they are stored on your device:

- your e-mail address or username and password, maybe storing them for making entering easier (based upon your decision, recording them on your device)
- during checking your access rights your e-mail address (as username) or your username and password (on a coded way, we do not know them), IP address of your browsing device.

3.5. Period of processing: Controller handles a part of data for the period of browsing, other data is stored for a variable time, but maximum of 2 years.

Data necessary for the operation of website in a user-friendly way (IP address, order of web pages visited during browsing) is recorded for the duration of browsing session, they are deleted when browsing finishes. Handling of these data is done by our own IT devices; third party does not have any access to them.

Data relevant to your interests and suitable for targeting advertisements will be stored for a maximum of two years. Cookies that make it possible are stored on your device. Deleting these cookies or prohibit their operation can be done at any time by you with the settings of your browser and also with switching off 'Analytics' and 'Marketing' categories if you click on 'Cookie settings' sign at the bottom of our website.

Visit analysis is carried out by collecting anonymous data, so we do not process personal data in this connection.

The username and password can be stored permanently at your discretion, this is stored by cookies on your device. You can ensure that they are deleted in your browser settings, thus controlling the time of data storage.

3.5. Way of data storing: electronically in our IT system. The data provider cookies are stored locally on your device. In order to facilitate access, the access data stored by you is stored for this purpose on your device, also electronically.

3.6. You can find more information about information technology data management using the tools of Google Ireland Ltd. and Meta Platforms Ireland Ltd. on the following pages:

<https://www.google.ie/> (Google),

<https://developers.facebook.com/products> (Facebook).

The above listed Service Providers offer several different functions but we use only those we have already been named.

#### **4. Log file registration**

Our IT system uses electronic log entry to operate our website. In these log files we store the IP address, the User's browser type, Internet service provider, date/timestamp, reference- and leaving pages, number of clicks during visiting. It happens so that we could show our website properly on Your device and it makes possible to find the circumstances of the mistake in case of a functional error. With these we can make browsing more stable and secure. It also makes us possible to handle the website and the administration. This data does not make possible to identify any identities and is stored for 30 days.

Further data processing of log files happens among the circumstances described in section 3 in that, visit analysis and marketing purpose data processing and usage do not happen with respect to log files.

#### **5. Using Data processors**

5.1. Data processors used for the purpose of visit analysis

5.1.1. We use the following service provider to collect data for visit analyses of present website:

##### **Google Ireland Ltd.**

Registration number: 11603307

Tax number: IE 6388047V

Headquarters: Gordon House, Barrow Street, Dublin 4, Ireland

Postal address: Gordon House, Barrow Street, Dublin 4, Ireland

Telephone: +353 1 436 1000



Website: <https://www.google.ie/>

Company.

5.1.2. We do not handle personal data during visit analysis, therefore we do not process personal data in connection with anonymous visit analysis.

5.2. Data processors used for the purpose of marketing activities

5.2.1. Concerned parties in processing: Users who visit the website and agree to use their browsing data for marketing purposes.

5.2.2. The following websites are used by Data Processor to collect website visit analysis data and display targeted advertisements:

**Google Ireland Ltd.**

Registration number: 11603307

Tax number: IE 6388047V

Headquarters: Gordon House, Barrow Street, Dublin 4, Ireland

Postal address: Gordon House, Barrow Street, Dublin 4, Ireland

Telephone: +353 1 436 1000

Website: <https://www.google.ie/>

Company and also

**Meta Platforms Ireland Ltd. (Facebook)**

Registration number: 462932

Tax number: IE 9692928F

Headquarters: Merrion Road, Dublin 4, D04 X2K5, Ireland

Postal address: Merrion Road, Dublin 4, D04 X2K5, Ireland

Telephone: +001 650 543 4800

Message: <https://facebook.com/help/contact/540977946302970>

Website: <https://www.facebook.com/privacy/explanation>

(together called as Data Processors in the followings).

5.2.3. Determining the scope of data handled: this relates to all browsing data described in present Cookie information, preferences and the conclusions drawn from these.

5.2.4. Goal of using data processors: to ensure information technology used to visualize targeted advertisements for you.

5.2.5. Type of data processing: Information technological data collecting by various online IT solutions.

5.3. Data processing does not serve any other purposes.

5.4. Apart from the Data Processors indicated above, we do not use any other data processors in connection with the use of cookies and similar techniques.

This information report contains information about information technological data processing. For the validity of above described data processing and for particular information about data management in concern of other personal data please read the document called 'Privacy policy'.

Download/print the document: [HERE](#)

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Goal Hungary Kft.