

## Privacy Policy for Website Visitors

Berta Zsuzsanna Mária EV. provides guided tour and interpreting services, which involve the processing of data necessary for service fulfillment.

Berta Zsuzsanna Mária EV. (hereinafter: Service Provider) operates the website [walkingtoursbudapest.com](http://walkingtoursbudapest.com) (hereinafter: Website) and processes the personal data of individuals requesting quotes and making inquiries via the Website (hereinafter collectively: Data Subjects).

**1. Contact Information of the Data Controller** Name: Berta Zsuzsanna Mária EV.  
Registered Office and Correspondence Address: 1191 Budapest, Szabó Ervin utca 31. I/12.  
Representative and Phone Number: Berta Zsuzsanna +36 30 362 9708 Email Address: [berta.zsuzsanna.bp@gmail.com](mailto:berta.zsuzsanna.bp@gmail.com)

**2. Scope of Processed Personal Data** To access different services, we request various personal data, following the principle of data minimization. This Privacy Policy applies exclusively to the processing of personal data of natural persons visiting the Website, as personal data is only applicable to individuals. Anonymous information collected without personal identification and demographic data that are not linked to identifiable individuals do not qualify as personal data.

The processed data includes:

### 2.1 Requesters and Inquirers

- Name
- Email address
- Phone number

**2.2 Data of Minors** We request that individuals under 16 do not provide personal data. If we become aware that we have collected personal data from a child under 16, we will take steps to delete the data as soon as possible.

## 3. Cookie Policy

**3.1 What is a Cookie?** The Service Provider uses cookies during visits to the Website. A cookie is a packet of information consisting of letters and numbers that the Website sends to your browser to save certain settings, facilitate the use of the Website, and collect statistical information about visitors. Some cookies do not contain personal data and cannot identify individual users, while others contain unique identifiers—randomly generated number sequences—that can be stored on your device to enable identification.

**3.2 Legal Basis for Cookie Usage** Three types of cookies are distinguished: essential cookies required for Website operation, statistical cookies, and marketing cookies. The legal basis for processing is the consent of the user for statistical and marketing cookies (Article 6(1)(a) of the GDPR) and the legitimate interest of ensuring Website functionality for essential cookies (Article 6(1)(f) of the GDPR).

### 3.3 Main Types of Cookies Used on the Website

- Essential Cookies: Necessary for Website functionality. Without them, certain features may be unavailable.
- Session Cookies: Store location, browser language, and currency preferences; expire upon browser closure or after two hours.
- Age Restriction Cookies: Record whether the user has confirmed they are over 18; expire upon browser closure.
- Recommended Product Cookies: Store the list of recommended products for the "recommend to a friend" function; expire after 60 days.
- Mobile Version Cookies: Detects the visitor's device and switches to full view on mobile; expires after 365 days.
- Cookie Acceptance Cookies: Records consent to cookie usage; expires after 365 days.
- Logout #2 Cookies: Logs out the visitor after 90 days; expires after 90 days.
- Backend Identifier Cookies: Identifies the backend server serving the page; expires upon browser closure.
- Statistical Cookies: Track referral sources, last viewed products and categories, shopping cart contents, and intelligent offer preferences.

For more information on deleting cookies, visit:

- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Chrome](#)
- [Edge](#)

**3.5 Google Consent Mode v2** The Service Provider has integrated Google Consent Mode v2 into the Website to manage cookie consent and rejection. In addition to the previous flags (analytics\_storage, ad\_storage), Google now uses:

- **ad\_user\_data**: Allows user data to be sent to Google for advertising purposes.
- **ad\_personalization**: Enables personalized advertising, including remarketing.

## 4. Legal Basis and Purpose of Data Processing

**4.1 Requesters and Inquirers** Data processing is necessary for steps preceding contract formation. The purpose is to provide personalized service and send quotes that may serve as the basis for future agreements.

**5. Data Retention Period** If a contract is concluded, data is retained for the contract duration and for eight years as required by accounting laws. If no contract is formed, data is kept until March 1st of the following year after the quote expires.

**6. Data Recipients, Data Transfers, and Data Processing** Collected personal data is accessible only to internal staff and is not published. Data is only transferred to third parties upon the data subject's request and solely for contract fulfillment.

Data Processors:

- **KBOSS.hu Kft.** (Electronic invoicing software provider) - Address: 1031 Budapest, Záhony utca 7/D.
- **Kismester Bt.** (Web hosting provider) - Address: 2481 Velence, Solt köz 20.

## 7. Rights of the Data Subjects and Legal Remedies

### 7.1 The Data Subject May Request:

- Information about personal data processing.
- Rectification or deletion of personal data.
- Transfer of personal data to another controller.

**7.2 Response Time** The Service Provider will respond in writing within 30 days to any requests regarding data processing.

**7.3 Right to Rectification and Deletion** Incorrectly recorded data may be corrected or deleted upon request. Requests must be submitted in writing. The Service Provider deletes data within three business days. Legal data retention requirements (e.g., accounting laws) remain unaffected.

**7.4 Data Blocking and Transfer** The data subject may request data blocking or transfer to another controller. The Service Provider will block personal data if the deletion would violate legitimate interests.

**7.5 Contact for Exercising Rights** Address: 1191 Budapest, Szabó Ervin utca 31. I/12  
Email: berta.zsuzsanna.bp@gmail.com

**7.6 Complaints and Legal Remedies** If personal data is misused, complaints may be filed with the **National Authority for Data Protection and Freedom of Information (NAIH)**:

- Address: 1024 Budapest, Szilágyi Erzsébet fasor 22/C.
- Website: [www.naih.hu](http://www.naih.hu)
- Email: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)

Legal action may also be taken in court.

**7.7 Responsibility for Third-Party Data Use** If a user provides third-party data during registration or service use, they are responsible for any resulting damages. The Service Provider will assist authorities in identifying offenders if necessary.