

COOKIE POLICY

The purpose of this policy

According to Section 155 (4) of Act C of 2003 on Electronic Communications, information may be stored or accessed on the electronic communication terminal equipment of a subscriber or user only upon the user's or subscriber's prior consent granted in possession of clear and comprehensive information about the implications.

Further, as per Article 6 of Regulation (EU) 2016/679 of the European Parliament and of the Council ("GDPR"), a valid legal basis is necessary for the processing of personal information.

The purpose of this policy is to provide you with the necessary information regarding our use of cookies and the storage of such cookies on your device when you access our site.

Basic concepts that help you understand this policy

What is personal data?

Personal data can be any data or information based on which a natural person can be directly or indirectly identified. For example, an IP address can qualify as personal data, because under certain circumstances it allows the identification of the user accessing a website from the given IP address.

What is data processing?

Data processing means all actions performed on personal data, including, among others, the collection, storage or deletion of personal data (e.g. gathering IP addresses).

What is a data controller?

The data controller is the entity (usually a company) responsible for specifying the purpose and means of data processing. In the case of essential cookies (see below), the controller of your data is Almotive Informatikai Korlátolt Felelősségű Társaság (seat: H-1025 Budapest, Szépvölgyi út 22.; company registry no.: 01-09-208016), while in the case of 3rd party cookies, the controller is the corresponding entity using the given cookie on our website.

What is a cookie?

A cookie is a small file of letters and numbers sent from our webserver that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive and are stored for a specific amount of time, depending on their type.

General information about our use of cookies

Cookies allow us to ensure the complete functionality of our websites, calculate the aggregate number of people visiting our websites and monitor the use of the websites. Cookies allow us to distinguish you from other users of our website, which helps us to provide you with a good experience when you browse our website and also allows us to improve our site. This helps us to improve our websites and better serve our users. We also use cookies that make the use of the website easier for you, for example by remembering usernames, passwords and (language) preferences. We also use tracking and analytics cookies to see how well our services are being received by our users.

For more information about cookies and how to delete them, visit www.allaboutcookies.org.

Our websites use Google Analytics, LinkedIn Insights, Lead Forensics to compile reports on visitor usage and to help us improve our sites and services. For an overview of Google Analytics, LinkedIn Insights, Lead Forensics and Salesforce, please visit <https://www.google.com/analytics/analytics>; <https://www.linkedin.com/help/lms/answer/65521> and <https://www.leadforensics.com>.

Types of cookies used

Essential cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website.

Given that without these cookies some parts of our website would not function, we use them in order to be able to provide you with access to the full content of our website.

Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

These cookies are used on the basis of your explicit and voluntary consent based on complete information provided by us in the form of this policy and our Privacy Policy (see below). You may withdraw your consent at any time by changing your cookie settings without costs and restrictions. The withdrawal of consent does not affect the lawfulness of data processing before the withdrawal. If you decide not to give your consent to the use of these cookies, or withdraw it at a later point, no analytical/performance data will be collected about your visit to our website.

You can manage cookies in your browser settings as well. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose	Data collected	More information
essential	Sign-in	Allows you to use our site and access its full contents.	Your consent or refusal of analytics and tracking cookies. Log-in information for closed areas of the website.	This cookie is stored on your device and, for example, tells our website not to track you, if you are a returning visitor who has not consented to the use of your data, or whether you are logged in. (Full website functionality requires the use of basic cookies.)
essential	Session	Stores user experience related data that is deleted when the website is closed.	<ul style="list-style-type: none"> - Decision regarding cookie policy - Logged-in status - Last page visited - Active tab - Links clicked on 	This cookie is deleted by your browser as soon as you close the website. Certain data, such as your policy decision is stored in the Sign-in cookie.

3 rd party	Google Analytics	Allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it.	<ul style="list-style-type: none"> - User given unique ID, IP address is masked, Almotive cannot identify users. - Location - Type of device (PC, Mac, Mobile, Tablet) - Operating system and version - Browser and version - Page load times - Traffic source (direct, organic search, ad, social media etc.) - User interactions with website (including user path, time spent on pages, number of interactions per session) 	<p>Use of this cookie is dependent on your informed, explicit consent.</p> <p>All data is retained for a period of 26 months. Following this the data is still used in aggregate reports, but the data of the single session is no longer accessible. For more information visit: https://www.google.com/analytics/analytics/</p>
3 rd party	Lead Forensics	Supports our efforts to identify leads and prospects visiting our website. Provides more detailed location and company affiliation data than Google Analytics.	<ul style="list-style-type: none"> - User company name displayed, Almotive has no access to IP address. - Location - Type of device (PC, Mac, Mobile, Tablet) - Operating system and version - Browser and version - Referring pages as traffic source. - User interactions with website (including user path, time spent on pages, number of interactions per session). - Lead tracking and conversion statistics. 	<p>Use of this cookie is dependent on your informed, explicit consent.</p> <p>For more information please visit: www.leadforensics.com</p>

3 rd party	LinkedIn Insights	Allows us to track the conversions of our LinkedIn ads and gives insight into the users that visit our site.	<ul style="list-style-type: none"> - User metadata - Masked IP address information, - Timestamps - Events (e.g. page views, interactions) - All data is encrypted. 	Use of this cookie is dependent on your informed, explicit consent. For more information about this cookie please visit linkedin.com and read the LinkedIn Cookie Policy .
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Except for essential cookies, all cookies will expire after 1 week. Essential cookies will expire after 3 months.

Your rights

Please refer to our Privacy Policy for more information on your rights and remedies under the applicable legal regulations, as well as the contact details of our data protection officer. You can access our Privacy Policy by clicking here: [Data protection policy – AI Development.pdf](#)

Contact details

[You can contact us with your questions by](#)

[Email: dpo@aimotive.com](mailto:dpo@aimotive.com)

[phone: +36 \(1\) 7707 201](tel:+3617707201)