Cookies used by Tungsram Operations Ltd.

WP Online Hungary Ltd. uses "cookies" operated by Tungsram.com and its subdomains ("Websites") on behalf of Tungsram Operations Ltd.

The purpose of cookies is to track activity on web pages, to facilitate the use of web pages, and to display targeted ads.

What is a cookie?

A cookie is a small file or data package that is placed on your browser or device when you visit a website. Cookies allow the site to recognize the visitor the next time they visit, thereby providing security, convenience, and enhances the user experience while browsing the site.
Cookies can be differentiated by function, user or storage duration. There are cookies that are hosted by the web site host and are also third party cookies.
The cookies used on the Websites may be based on their function as basic, statistical, advertising and social media cookies.
Based on their storage duration, we distinguish between session cookies, which are deleted as soon as the visitor closes the browser, and persistent cookies that are stored by the visitor's browser until their save time expires or is deleted.

Cookies used by Tungsram Operations Ltd. And WP Online Hungary Ltd Tungsram Operations Ltd.

Cookies for basic functionality

These cookies ensure the proper functioning of the Web pages and facilitate their use. Without it, the use of Web pages is more difficult or impossible to ensure at all.
Basic cookies are automatically placed on the user's devices when browsing Web pages. You can delete them later in your browser settings.

Cookie name	Category	Function	Managed data	Expiry
SESS#	Necessary	Preserves users states across page requests.	IP, browser version	Session

Description of cookies used by Tungsram Operations Ltd.'s contractual partners

Other service providers may also place cookies on Web sites. These service providers have a contract with Tungsram Operations Ltd. They place cookies on the basis of their contract with Tungsram Operations Ltd. in order to provide the service.

Users of the cookies used by Tungsram Operations Ltd.'s contracted partners can find out about these cookies on their websites.

Salesforce - Pardot

Tungsram Operations Ltd. uses Salesforce.com EMEA Limited to:

- Processing data from website visits, building a profile for use by visitors to a website.

- Salesforce.com EMEA Limited places cookies on the Websites for the purpose of providing the service you use.

Marketing cookies: Marketing cookies are used to track website visitors. The goal is to show ads that are relevant, interesting, and valuable to that user.

Marketing cookies are placed only if the visitor has explicitly consented to them when accessing the Websites.

The user can prevent the placing of marketing cookies by properly configuring his browser (see "How to check and change cookie settings").

Salesforce.com EMEA Limited uses the following marketing cookies in order to provide the service you use:

Cookie name	Category	Function	Managed data	Expiry
visitor_id#	Marketing	Cookie to identify returning users.	Fictitious user ID	10 years
visitor_id#	Marketing	Cookie to identify returning users.	Fictitious user ID	10 years
visitor_id#	Marketing	Cookie to identify returning users.	Fictitious user ID	10 years
visitor_id#-hash	Marketing	Cookie to identify returning users.	Fictitious user ID	10 years
visitor_id#-hash	Marketing	Cookie to identify returning users.	Fictitious user ID	10 years
visitor_id#-hash	Marketing	Cookie to identify returning users. Cookie to identify returning users.	Fictitious user ID	10 years
lpv699793	Marketing	Cookie to identify returning users.	Fictitious user ID	1 day
pardot	Marketing	Used to identify the visitor between visits and devices. This allows the web page to display	Fictitious user ID	Session

| | | relevant advertising to the visitor. The service is provided by third-party ad centers. | | |
| pardot | Marketing | Used to identify the visitor between visits and devices. This allows the web page to display relevant advertising to the visitor. The service is provided by third-party ad centers. | Fictitious user ID | Session |

Information on data management for cookies is available at the following link:

https://www.salesforce.com/company/privacy/

Mito

Tungsram Operations Ltd. provides the following services from Mito Europe Ltd.: Manage click-through (PPC) advertising campaigns. Automated sale and purchase of advertising space through programs in a fixed pricing or bid model. Mito Europe Kft. Places cookies for statistical and marketing purposes on the Websites in order to provide the service used.

Marketing cookies: Marketing cookies are used to track website visitors. The goal is to show ads that are relevant, interesting, and valuable to that user.

Statistics Cookies: These cookies are related to the performance, development, and improvement of the user experience of the Web pages and allow us to collect data on how visitors use the Web site.

Cookies for statistical and marketing purposes will only be placed if the visitor has expressly consented to them when accessing the Websites.

The user can prevent cookies from being set for statistical and marketing purposes by properly configuring his browser (see "How to check and change your cookie settings")

Detailed information about cookies used by Google Analytics can be found at the following link:

https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage

Mito Europe Ltd. uses the following statistics and marketing cookies in order to provide the service:

Cookie name	Category	Function	Managed data	Expiry
_ga	Statistics	It registers a unique identifier that is used to generate statistics about the visitor's use of the website.	Fictitious user ID	2 years
_gat	Statistics	It is used by Google Analytics to control the request rate	Fictitious user ID	1 day

_gid	Statistics	It registers a unique identifier that is used to generate statistics about the visitor's use of the website.	Fictitious user ID	1 day
ads/ga-audiences	Marketing	Google AdWords uses it to redirect visitors to your site who are likely to become customers based on the visitor's online behavior between web pages.	Fictitious user ID	Session
BizoID	Marketing	Multiple websites are used to track visitors to display relevant ads based on visitor preferences.	Fictitious user ID	29 days
fr	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Fictitious user ID	3 months
lang	Marketing	Notes the language of choice	Fictitious user ID	Session
pagead/1p-user-list/#	Marketing	It is used by Google AdWords to reach visitors who are likely to convert based on their online behavior.	Fictitious user ID	Session
tr	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Fictitious user ID	Session
UserMatchHistory	Marketing	Visitor tracking is used to track relevant ads based on visitor preferences.	Fictitious user ID	29 days
C	Marketing	Identifies if user's browser accepts cookies. 1 – Cookies are allowed 3 – Opt-out	Fictitious user ID	If C=1 - 60 days If C=3 – 3650 days

TPC	Marketing	Identifies if user's browser accepts third party cookies	Fictitious user ID	14 days
GCM	Marketing	Identifies if there is a need to re-check partner's cookie matching existence	Fictitious user ID	1 day
CM	Marketing	Identifies if there is a need to re-check partner's cookie matching existence (set by AdServing)	Fictitious user ID	1 day
CM14	Marketing	Identifies if there is a need to re-check partner's cookie matching existence (set by Cookie Matching)	Fictitious user ID	14 days
token	Marketing	Security token for opt out functionality	Fictitious user ID	Session
otsid	Marketing	Advertiser specific opt-out	Fictitious user ID	3650 days
uid	Marketing	Unique identifier	Fictitious user ID	60 days
cid	Marketing	Cookie id (legacy) – same as uid	Fictitious user ID	60 days
adtrc	Marketing	Identifies if browser information was gathered	Fictitious user ID	7 days
SR	Marketing	Sequential rotator information – contains total impressions, daily impressions, total clicks, daily clicks, and last impression date	Fictitious user ID	1 day
CT	Marketing	Identifies last click membership for 3rd party pixels on advertiser's pages	Fictitious user ID	1 hour
EBFCD	Marketing	Identifies daily frequency capping for expanding banner	Fictitious user ID	7 days
EBFC	Marketing	Identifies total frequency capping for expanding banner	Fictitious user ID	7 days

CFFC	Marketing	Compound banner frequency capping	Fictitious user ID	7 days
_fbp	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Fictitious user ID	3 months
DigTrust.v1.identity	Marketing	User identifier set by DigiTru.st, independent industry body	Fictitious user ID	7 days

Third-party cookies

Third-party services may place cookies on the Websites for their own operation.

Tungsram Operations Ltd and WP Online Hungary Ltd. assumes no responsibility about the data processing by third party cookies.

Facebook

Information about the service is available at the following link:
https://www.facebook.com/policy/cookies/

Twitter

Information about the service is available at the following link:
https://help.twitter.com/en/rules-and-policies/twitter-cookies

Linkedin

Information about the service is available at the following link:
https://www.linkedin.com/legal/cookie-policy

YouTube

Information about the service is available at the following link:

https://www.youtube.com/intl/hu/about/policies/

How do I check and change your cookie settings?

Most browsers automatically allow cookies, but you can change these settings. Changing the settings will prevent automatic acceptance of cookies.

You can find the cookie settings for the most popular browsers at the following links:

Windows:

[Chrome](#)
[Firefox](#)
[Explorer](#)
[Edge](#)

Mac OS X:

[Safari](#)
[Chrome](#)
[Firefox](#)
[Chrome](#)
[Firefox](#)

Linux:
[Chrome](#)
[Firefox](#)

IOS:
[Safari](#)
[Chrome](#)
[Firefox](#)

Android:
[Chrome](#)
[Firefox](#)