

## PRIVACY POLICY

– regarding the processing of personal data on the aware.store website –

Awear Concept Kft. (hereinafter referred to as “Company” or “Controller”) processes an individual’s personal data when visiting the aware.store website (referred to as “ Website”) in order to provide Website functions and services as well as process orders and Company marketing.

The aim of this privacy policy (“Privacy Policy”) is to provide data subjects with information on the data processing of their personal data and their rights in accordance with European Parliament and Council (EU) Regulation 2016/679 (“GDPR”), and Act CXII of 2011 on Informational Self-determination and Freedom of Information (“Data Protection Act”) in Hungarian law.

### 1. Data Processing Activities

Company conducts the following data processing activities:

(the table below also illustrates all details on the purpose of data processing activities, legal ground of processing, retention time, etc.)

Sending newsletters					
Personal data categories	Legal ground for processing	Data processing period	Source of personal data	Transfer of personal data	Data security measures
-Contact information (e-mail address), to get in touch with subscribers; - Name, gender with which to address subscribers; - Country, city, interest and gender, to segment subscribers and send relevant information.	Your voluntary consent based on Article 6(1)a) and 7 of the GDPR. Giving your consent is voluntary and you have the right to withdraw it at any time. Withdrawal of consent shall not affect the lawfulness of any previous processing of data with your consent. You are entitled to exercise your right to object against data processing activities aimed at direct marketing. The provision of personal	Until you unsubscribe from the newsletter or otherwise withdraw your consent to the data processing.	Directly from the data subjects by online registration, or offline subscription.	Recipients 1.) Shoprenter Kft. 2.) BlazeArts Kft. 3.) The Rocket Science Group LLC (MailChimp) Recipient status  1.) Data processor 2.) Data processor 3.) Data processor  Data transfer purpose	The list of subscribers is saved in the Controller’s protected and closed system. People having access to personal data are restricted to the Controller’s marketing department personnel.

	<p>data is not a precondition for concluding the contract.</p> <p>If personal details are not provided, the Controller cannot send you newsletters and personalized offers and other communications.</p>			<p>1.) Website operation – awarear.store</p> <p>2.) Website hosting – awarear.store</p> <p>3.) Management of newsletter database</p>	
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**Online purchase handling**

<b>Personal data categories</b>	<b>Legal ground for processing</b>	<b>Data processing period</b>	<b>Source of personal data</b>	<b>Transfer of personal data</b>	<b>Data security measures</b>
<p>-Contact information (e-mail address and phone number) to get in touch with customers;</p> <p>- Name, gender with which to address customers;</p> <p>- Order details (delivery address, billing address, payment method) for delivering products.</p>	<p>Processing is necessary for the performance of a contract based on Article 6(1)(b) GDPR.</p> <p>If personal data is not provided, the Controller cannot send a product that has been purchased or send reminders regarding uncompleted orders.</p>	5 years	Directly from the data subjects by placing their orders online.	<p>1.) DHL, Magyar Posta (Hungarian Post), FedEx, GLS, UPS, Foxpost, Packeta</p> <p>2.) Shoprenter Kft.,</p> <p>3.) BlazeArts Kft.</p> <p>1.) Data processors</p> <p>2.) Data processor</p> <p>3.) Data processor</p> <p>Data transfer purpose:</p> <p>1.) Shipping companies</p> <p>2.) Webshop operation and website operation – awarear.store</p>	<p>All transactions are processed through a gateway provider and are not stored or processed on the Company's servers. All sensitive/credit information supplied is encrypted via Secure Socket Layer (SSL) technology.</p> <p>Personal data is stored behind secured networks and is only accessible by a limited number of people who have special access rights to such systems, and are required to keep personal data confidential.</p>

				3.) Website hosting – awarear.store	
Account creation					
Personal data categories	Legal ground for processing	Data processing period	Source of personal data	Transfer of personal data	Data security measures
<p>- Title (Mr., Mrs. or Ms.), -name, -password and e-mail address creation to activate the account; - Date of birth and country of residence for personalization of the account; - Contact information (phone number) to get in touch with registrant as required.</p>	<p>Processing is based on voluntary consent according to Article 6(1)a) and 7 of the GDPR. Customer has the right to withdraw it at any time. Withdrawal of consent shall not affect the lawfulness of any previous processing of data with consent. The provision of personal data is not a precondition for concluding a contract. If personal data is not provided, you cannot create an account.</p>	<p>Until an account is deleted, or consent to data processing is withdrawn.</p>	<p>Directly from the data subjects via online registration.</p>	<p>1.) Shoprenter Kft. 2.) BlazeArts Kft.  1.) Data processor 2.) Data processor  Data transfer purpose: 1.) Website operation 2.) Website hosting – awarear.store</p>	<p>All transactions are processed through a gateway provider and are not stored or processed on the Company's servers. All sensitive/credit information supplied is encrypted via Secure Socket Layer (SSL) technology.  Personal data is stored behind secured networks and is only accessible by a limited number of people who have special access rights to such systems, and are required to keep personal data confidential.</p>
Cookies					
Personal data categories	Legal ground for processing	Data processing period	Source of personal data	Transfer of personal data	Data security measures

<p>-Previous preferences to provide customized, personalized advertisement, content, and information;          - Products viewed to remember choices made on the Website;          - Advertising to monitor the effectiveness of marketing campaigns and to inform users of current promotions;          - Affiliates to help Controller record through which affiliate Websites were found;          - Third-party software to offer services and functions provided by these third-parties.</p>	<p>Your voluntary consent based on Article 6(1)a) and 7 of the GDPR. You have the right to withdraw it at any time. Withdrawal of consent shall not affect the lawfulness of any previous processing of data with your consent. You are entitled to exercise your right to object against data processing activities aimed at direct marketing.          The provision of the personal data is not a precondition for concluding the contract.          If cookies are not allowed, you may not be able to use the full services offered by the Website.</p>	<p>Please find specific periods in the table below.</p>	<p>Directly from the data subjects by accepting the use of cookies online.</p>	<p>1.) Shoprenter Kft.          2.) BlazeArts Kft.           1.) Data processor          2.) Data processor           Data transfer purpose:          1.) Website operation          2.) Website hosting – awarear.store</p>	<p>All transactions are processed through a gateway provider and are not stored or processed on our servers. All sensitive/credit information supplied is encrypted via Secure Socket Layer (SSL) technology.          Personal data is stored behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep personal data confidential.</p>
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List of obligatory cookies used, their purpose and expiration time			
Domain	Cookie	Purpose	Expiration

awear.store	__jid	used to add Disqus comment option to the website and memorize user's Disqus login credentials	Session
awear.store	PHPSESSID	preserves the user session state between page requests	Session
awear.store	device	stores the device from which the user views the online store (desktop, mobile, tablet)	Session
awear.store	JSESSIONID	preserves the user session state between page requests	Session
awear.store	AuroraOverlay	indicates whether the login and ad page have already been viewed by the user. Based on this, the system can decide whether to display it again	1 day
awear.store	customer_group	stores the user's customer group	1 day
awear.store	customer_logged_in	records whether the customer is logged in to their account	1 day
awear.store	currency	required to note the currency selected by the user	30 days
awear.store	wishlist	keeps the contents of the user's wish list for 1 (one) month	1 month
awear.store	AuroraMarketingCookieAccepted	preserves the user's consent to the use of cookies for marketing purposes	One year
awear.store	auroraNanobarAccepted	allows the web store to decide whether the user has accepted the nanobar or not	One year
awear.store	_pfbseid	required for the prefixbox finder to work properly.	One day
awear.store	_pfbuid	required for the prefixbox finder to work properly.	One day
awear.store	_prefixboxVariant	required for the prefixbox finder to work properly.	One day
awear.store	_fbp		90 days

google.com	DV	used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	1 day
google.com	NID	used to save the user's preferences and other information	6 months
google.com	OGPC	contains a unique ID Google used to remember preferences and other information, such as preferred language	60 days
google.com	1P_JAR	enables the functionality of Google Maps	1 month
google.com	CONSENT	collects website statistics and measures conversions according to google.com	2 years
		Cookie consent indicator	

If the contents of this Privacy Policy change, the Company will notify data subjects whenever such changes takes place. Before reviewing the Privacy Policy, please always make sure to access the up-to-date version of this Privacy Policy, available at <https://www.awear.store/privacy>.

## 2. Data Controller and Data Protection Officer

The controller of the personal data is Awear Concept Korlátolt Felelősségű Társaság (registered address: 1126 Budapest, Szendrő utca 8.; Hungarian company registration number: 01-09-400399). The responsible Data Protection Officer can be reached via email at: [contact@awear.store](mailto:contact@awear.store).

## 3. Data Privacy Rights

Any comments, questions or issues related to data processing should be communicated to the Data Protection Officer, contact details as mentioned in point 2. The Company will respond without undue delay, no later than 14 days after receipt of the request. The list of applicable Data Protection Rights:

### 3.1. Withdrawal (subsection (3) of Article 7 of the GDPR)

The right to withdraw your consent granted for a specific data-processing activity any time. Please note that the withdrawal of your consent does not affect the lawfulness of processing based on consent before its withdrawal.

### 3.2. Access (Article 15 of the GDPR)

The right to request confirmation from the Controller as to whether or not personal data concerning you is being processed, and access to personal data and specific information determined in Article 15 of the GDPR.

### 3.3. Rectification (Article 16 of the GDPR)

The right to request the Controller to rectify any inaccurate personal data concerning you without any undue delay. Considering the purpose of processing, you are entitled to have the incomplete personal data completed, including by means of providing a supplementary statement.

#### 3.4. Erasure (“right to be forgotten”) (Article 17 of the GDPR)

The right to request the erasure of your personal data if any of the circumstances set out under Article 17(1) of the GDPR apply. If the exceptions in Article 17(3) of the GDPR do not apply and/or the Controller does not have any legal ground to further process your personal data, then it will execute the request for deletion without undue delay.

#### 3.5. Restriction (Article 18 of the GDPR)

The right to request the restriction of processing where the grounds determined in Article 18 of the GDPR apply.

#### 3.6. Portability (Article 20 of the GDPR)

The right to receive your personal data provided to the Controller in a structured, commonly-used and machine-readable format, and the right to transmit that data to another controller if the processing is based on consent or is conducted for the performance of a contract to which the Customer is a party and the processing is carried out by automated means. In exercising your right to data portability, you are entitled, where technically feasible, to have personal data transmitted directly from one controller to another.

#### 3.7. Objection (Article 21 of the GDPR)

You have the right to object at any time (on grounds relating to your specific situation) against the processing of your personal data based on legitimate interest, including profiling. The Controller will no longer process personal data unless it can demonstrate compelling legitimate grounds for the processing which overrides your interests, rights and freedoms, or if the data processing is necessary for the establishment, assertion or defense of legal claims.

Please note that the GDPR and in some cases the Data Protection Act as well as other relevant laws, may set further conditions and/or limitations in connection with exercising these rights. Therefore, we advise you to closely study this Privacy Policy, the GDPR and applicable laws before filing a request.

## 4. Legal Action

If personal data is processed unlawfully and/or any data privacy rights have been violated, the Data Subject is entitled to seek the following legal action:

4.1. Contact the Controller directly via the contact details in section 1 of this Privacy Policy, and address the concerns

4.2. Lodge a complaint with the national authority:

Hungarian National Authority for Data Protection and Freedom of Information (registered address: 1055 Budapest, Falk Miksa utca 9-11.; Postal address: 1363 Budapest, Pf.: 9.; E-mail: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu); Telephone number: +36 (1) 391-1400; Web: [www.naih.hu](http://www.naih.hu))

4.3. File a claim with a local court having jurisdiction in a case against the Controller or – in relation to processing activities covered by the scope of activities of the processor – the processor. More information on courts’ jurisdiction and contact details is available at: [www.birosag.hu](http://www.birosag.hu).

## **5. Data Retention**

The retention time of the processing of each personal data item is described in point 1 of this Privacy Policy.

Upon expiration of the data processing period, and if the Data Controller decides to delete personal data on its own authority or upon request, the personal data will be irreversibly removed from the Website server within 30 days.

## **6. Data Security**

This section contains the general data security measures applied by the Controller. If the Controller applies different data security measures in connection with a given data-processing activity, these are described at the given data processing activity in point 1.

The Controller handles personal data in confidence, and takes all security, technical and organizational measures that guarantee the security of the data. The Controller will ensure the protection of data processing security through technical, organizational, and organizational measures that provide a level of protection appropriate to the risks related to data processing.

The Controller also ensures that personal data can only be accessed by dedicated personnel within the organization and, if personal data is processed on hard copies, that such devices are appropriately stored and protected.

## **7. Final Provisions**

The Webshop can contain links to other websites. The Administrator encourages Customers to familiarize themselves with the privacy policy of other websites. This Privacy Policy applies only to the Administrator's Webshop.

## **8. Version Details**

The Privacy Policy was issued on 1st Aug 2022, as version 1 of the Privacy Policy.