

## PRIVACY POLICY

– on the processing of personal data on awarear.store website –

Awear Concept Kft. (hereinafter referred to as “Company” or “Controller”) is processing the individual personal data upon visiting the awarear.store website (referred to as “ Website”) in in order to provide functions and services of the Website as well as process the orders and marketing activities of the Company.

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

### 1. Data Processing Activities

The Company conducts the following data processing activities:

(the table also provides all the details on purpose of the 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 the subscribers; - Name, gender to address the subscribers; - Country, city, interest and gender to segment the subscribers and send only relevant information.	Your voluntary consent according to 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 the personal data is not a precondition for	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) Status of the recipient  1.) Data processor 2.) Data processor 3.) Data processor  Purpose of the data transfer 1.) Website operation – awarear.store	The list of subscribers is saved in the Controller’s protected and closed system. People having access to personal data are the personnel of the Controller’s marketing department

	concluding the contract. If the personal data is not provided, the Controller cannot send you newsletters and personalized offers.			2.) Website hosting – awear.store 3.) Management of newsletter database	
<b>Online purchase handling</b>					
<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>
-Contact information (e-mail address and phone number) to get in touch with the customers; - Name, gender to address the customers; - Order details (delivery address, billing address, payment method) to deliver the product	Processing is necessary for the performance of a contract according to Article 6(1)(b) GDPR. If the personal data is not provided, the Controller cannot send you the product that you have purchased or send you reminders on unfinished orders.	5 years	Directly from the data subjects by placing their orders online.	1.) DHL, Magyar Posta (Hungarian Post), FedEx, GLS, UPS, Foxpost, Packeta 2.) Shoprenter Kft., 3.) BlazeArts Kft.  1.) Data processors 2.) Data processor 3.) Data processor  Purpose of the data transfer 1.) Shipping companies 2.) Webshop operation and website operation – awear.store 3.) Website hosting – awear.store	All transactions are processed through a gateway provider and are not stored or processed on the Company's servers. All sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.  Personal data is contained 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 the personal data confidential
<b>Account creation</b>					

<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>- Title (Mr., Ms. or Mrs.), -name, -password and e-mail address to create and to activate the account; - Date of birth and country of residence for the personalization of the account; - Contact information (phone number) to get in touch with the registrant.</p>	<p>Processing is based on your voluntary consent according to 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. The provision of the personal data is not a precondition for concluding the contract. If the personal data is not provided, you cannot create an account.</p>	<p>Until you delete your account or otherwise withdraw your consent to the data processing.</p>	<p>Directly from the data subjects by online registration.</p>	<p>1.) Shoprenter Kft. 2.) BlazeArts Kft.  1.) Data processor 2.) Data processor  Purpose of the data transfer 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 you supply is encrypted via Secure Socket Layer (SSL) technology.</p> <p>Personal data is contained 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 the personal data confidential</p>
<b>Cookies</b>					
<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>-Previous preferences to provide custom, personalized advertisements, content, and information;</p> <p>- Products visited to remember the choices made on the Website;</p> <p>- Advertising to monitor the effectiveness of marketing campaigns and to inform users about current promotions;</p> <p>- Affiliates to help the Controller see through which affiliate you found Websites;</p> <p>- Third-party software to offer you services and functions provided by these third-parties</p>	<p>Your voluntary consent according to 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.</p> <p>The provision of the personal data is not a precondition for concluding the contract.</p> <p>If cookies are not allowed, you may not be able to use the full services of the Website.</p>	<p>Please find specific periods in the below table.</p>	<p>Directly from the data subjects by accepting the use of cookies online.</p>	<p>1.) Shoprenter Kft. 2.) BlazeArts Kft.</p> <p>1.) Data processor 2.) Data processor</p> <p>Purpose of the data transfer 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 you supply is encrypted via Secure Socket Layer (SSL) technology.</p> <p>Personal data is contained 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 the 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 the Disqus comment option to the website and memorize the user's Disqus login credentials	Session
awear.store	PHPSESSID	preserves the state of the user session 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 state of the user session between page requests	Session
awear.store	AuroraOverlay	indicates whether the login and ad page has 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	stores 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 wish list for 1 month for the user	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	_pfbsesid	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	used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	90 days

google.com	DV	used to save the user's preferences and other information	1 day
google.com	NID	contains a unique ID Google uses to remember your preferences and other information, such as your preferred language	6 months
google.com	OGPC	enables the functionality of Google Maps	60 days
google.com	1P_JAR	collects website statistics and measures conversions according to the google.com	1 month
google.com	CONSENT	Cookie consent indicator	2 years

In the case the contents of this Privacy Policy change, the Company notifies data subjects whenever such change takes place. Before reviewing, 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 the Data Protection Officer

The controller of the personal data is Awear Concept Korlátolt Felelősségű Társaság (seat: 1126 Budapest, Szendrő utca 8.; registration number: 01-09-400399).

The responsible Data Protection Officer can be reached via email: [contact@awear.store](mailto:contact@awear.store).

## 3. Data Privacy Rights

Any comments, questions, or complaints related to data processing should be communicated to the Data Protection Officer 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 are being processed, and access to the personal data and certain 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 the processing, you have the right 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 have the right to transmit those data to another controller, if the processing is based on consent or is conducted for the performance of a contract to which You are a party and the processing is carried out by automated means. In exercising your right to data portability, you have the right to have the personal data transmitted directly from one controller to another, where technically feasible.

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

The right to object (on grounds relating to your particular situation) at any time against processing of your personal data based on legitimate interest, including also profiling. The Controller will no longer process the personal data unless it demonstrates compelling legitimate grounds for the processing, which override 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 might 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 the applicable laws before filing a request.

## 4. Legal Actions

In the case when the personal data is processed unlawfully and/or any of data privacy rights have been violated, the Data Subject is entitled to seek the following legal actions:

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 (seat: 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 your local court having jurisdiction in the 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 on: [www.birosag.hu](http://www.birosag.hu).

## 5. DATA RETENTION

The retention time of the processing of each personal data 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 server of the Website 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, those are described at the given data processing activity in point 1.

The Controller handles personal data confidentially and takes all security, technical and organizational measures that guarantee the security of the data. The Controller will ensure the protection of the security of data processing with 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 is accessed only by dedicated personnel within the organization and, if personal data is processed on hard copies, the proper storage and protection of such devices.

## 7. FINAL PROVISIONS

The Internet Shop can contain links to other websites. The Administrator encourages to familiarize 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.