

COOKIE GUIDE | Marketing Summit 2025

1. What information do we collect in connection with the use of the Website?

If the User does not explicitly provide any personal data or information about themselves on the Website in accordance with the provisions of the Privacy Policy, the Data Controller does not collect or process any personal data that would allow the User to be personally identified.

By visiting the Website and clicking the “Accept” button, all Users consent to the use of cookies managed by external service providers necessary for recording the data and information described in this Notice in connection with the Website.

Such data includes information about the User’s logging-in device, which is generated during the use of the Website and automatically recorded by the cookies used on the Website as a result of technical processes. These automatically recorded data are logged by the system when the User visits or leaves the Website, without any specific statement or action by the User.

These data are not linked to other personal user data, meaning the User cannot be identified based on this information. Only the external service providers managing the cookies and the Data Controller have access to these data.

The Data Controller only uses cookies managed by external service providers (e.g., Google) on the Website. Cookies are short text files that the Website sends to the User’s computer hard drive, and they contain information related to the User.

The Data Controller uses the Google Analytics service in connection with the Website. The cookies managed by Google Analytics help measure website traffic and other web analytics data. The information collected by these cookies is transmitted to and stored on external servers operated by Google. Google primarily uses this information on behalf of the Data Controller to monitor Website traffic and to generate reports on activities performed on the Website. Google may transfer this information to third parties where required by law. Google is also entitled to transfer this data to third parties that process the data on its behalf.

For more information on how Google Analytics handles the data, please refer to the Google Analytics website: <http://www.google.com/analytics>.

The Data Controller’s advertisements are displayed on internet websites by external service providers (Google, Facebook). These external providers (Google, Facebook) use cookies to store information indicating that the User has previously visited the Data Controller’s Website, and based on this, they display personalized ads to the User (i.e., conduct remarketing activities).

The use of Google cookies can be disabled through the Ads Settings (for more information: <http://www.google.hu/policies/privacy/ads/>). Users can also disable cookies from external providers on the Network Advertising Initiative’s opt-out page: <http://www.networkadvertising.org/choices/>.

The data processing activities of the above-mentioned external service providers are governed by their respective privacy policies. The Data Controller assumes no responsibility for such data processing.

2. How do we use this information?

In principle, the data collected by the technologies mentioned above cannot be used to identify the User, and the Data Controller will only link this data to other potentially identifiable data if the User explicitly consents to the Data Controller using cookies to identify the User. The following cookies are used

Cookie name, type	The personal data or information used	Purpose of data processing	Duration of data processing
XSRF-TOKEN	nincs	System operation	a new one is created when reloading
laravel_session	nincs	System operation	a new one is created when reloading

The primary purpose of the use of such data is to enable the Data Controller to operate the Website properly, in particular to monitor the data relating to visits to the Website and to detect possible abuse of the Website.

In addition to the above, the Data Controller may use this information to analyse usage trends, to improve and develop the functionality of the Website and to obtain aggregate traffic data on the overall usage of the Website.

The Data Controller may use the information obtained in this way to compile and analyse statistics on the use of the Website and to transmit to third parties or make public, in aggregate and anonymously, statistical data which are not suitable for such identification (e.g. number of visitors, most viewed topics or content).

3. Option to turn off cookies:

If you do not want the information described above to be collected about you in connection with your use of the Website, you may disable cookies in your Internet browser settings, in whole or in part, or otherwise change your cookie settings.

4. Cookies set by third parties:

The Website may contain information, in particular advertisements, from third parties, advertising service providers that are not affiliated with www.marketingsummit.hu. These third parties may also place cookies, web beacons on the user's computer or collect data using similar technologies in order to send the user advertising messages in connection with their services. In such cases, the processing of data shall be governed by the data protection standards set by such third parties and the Controller shall not be liable for any such processing.