

Privacy Policy (BigRoth Kft.)

Effective Date: 2025.12.01

BigRoth Kft. (hereinafter: "Data Controller", "we") is committed to protecting your personal data. In accordance with the European Union's General Data Protection Regulation (GDPR) and relevant Hungarian legislation, we hereby inform you of our data processing practices regarding the use of the <https://bigroth.com/> website (hereinafter: "Website").

1. Data Controller Details

- **Company Name:** BigRoth Kft.
- **Headquarters:** 1131 Budapest, Dolmány utca 38.
- **Representative:** [Name and position, or contact info]
- **Contact (E-mail):** info@bigroth.com (For data protection inquiries)
- **Phone:** +36 70 679 6791

2. Scope, Purpose, and Legal Basis of Processed Personal Data

We perform the following data processing activities on the Website, taking into account the provisions of the GDPR:

Type of Data Processing	Scope of Processed Data	Purpose of Processing	Legal Basis (GDPR Art. 6)	Duration of Processing
Contact (Request for Quote, E-mail)	Name, E-mail address, Phone number, Message content, Company name	Contacting, responding to requests, preparing contracts	Consent (Art. 6(1)(a)) or preparation of contract (Art. 6(1)(b))	Until purpose is achieved or consent is withdrawn; for contracts, until the civil law limitation period.
Google Ads (With Cookies)	IP address, browser type, pages visited, geographic location, ad identifiers, user interactions	Displaying personalized ads, measuring and optimizing ad performance	Active consent of the data subject (Art. 6(1)(a)) via the cookie banner	Until cookie expiration or withdrawal of consent.
Web Analytics (e.g., Google Analytics)	IP address, time of visit, browser and OS data, subpages visited	Measuring website traffic, creating statistics, improving user experience	Active consent of the data subject (Art. 6(1)(a)) via the cookie banner	Until cookie expiration or withdrawal of consent.
Contractual Relationship	Name, address,	Performance of contract, billing,	Performance of contract (Art.	Until civil law limitation period

Type of Data Processing	Scope of Processed Data	Purpose of Processing	Legal Basis (GDPR Art. 6)	Duration of Processing
(Existing Clients)	phone, e-mail, tax number, billing data	fulfillment of legal obligations	6(1)(b)) and legal obligation (Art. 6(1)(c))	(usually 5 years) or statutory retention period (e.g., 8 years for accounting documents).

3. Cookies and Tracking Technologies

The Website uses the following cookies:

- **Strictly Necessary Cookies:** Essential for the basic operation of the Website (e.g., session IDs). No separate consent is required for these.
- **Statistical/Analytical Cookies:** These help us understand how visitors use the Website (e.g., Google Analytics). Use of these requires your consent.
- **Marketing/Advertising Cookies (Google Ads):** These allow us to display personalized ads based on your interests. Use of these requires your consent.

Managing Consent: You can modify your cookie settings at any time via the cookie banner on our Website or in your browser settings. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

4. Data Processors and Data Transfer

Category of Processor	Example Processor	Type of Data	Purpose
Hosting Provider	WPO Creative Digital	All data processed via the Website	Hosting the Website and data storage
Online Marketing & Web Analytics	Google Ireland Limited	Ad identifiers, IP address, cookies	Managing ads, performance measurement

Data Transfer to Third Countries (Google Ads): Since Google Ads and Analytics may transfer data to US-based companies (Google LLC, USA), this constitutes a transfer to a third country under GDPR. The Data Controller ensures that such transfers take place under appropriate safeguards, such as Standard Contractual Clauses (SCC).

5. Your Data Protection Rights

- **Right of Access (Art. 15):** To receive feedback on whether your data is being processed and access to that data.
- **Right to Rectification (Art. 16):** To have inaccurate data corrected or incomplete data completed.
- **Right to Erasure ("Right to be Forgotten") (Art. 17):** To have data deleted under certain conditions (e.g., purpose expired, consent withdrawn).

- **Right to Restriction of Processing (Art. 18):** To restrict processing under certain conditions.
- **Right to Data Portability (Art. 20):** To receive data in a machine-readable format and transfer it to another controller.
- **Right to Object (Art. 21):** To object to processing based on legitimate interests (e.g., direct marketing).

6. Remedies

If you believe your rights have been violated, you may lodge a complaint with the authority or go to court.

Supervisory Authority:

- **National Authority for Data Protection and Freedom of Information (NAIH)**
- **Address:** 1055 Budapest, Falk Miksa utca 9-11.
- **Postal Address:** 1363 Budapest, Pf.: 9.
- **E-mail:** ugyfelszolgalat@naih.hu
- **Website:** <https://www.naih.hu>

7. Amendments

The Data Controller reserves the right to unilaterally modify this Privacy Policy in accordance with legislative changes. Amendments become effective upon publication.