

Information about cookies and other similar digital technologies used on Magyar Telekom Plc.'s websites and applications

0. Scope

This notice covers the operation, use and related personal data processing of cookies, SDKs (Software Development Kits) and local browser storage (session storage, local storage) used on **websites** maintained by Magyar Telekom Plc. (hereinafter: Websites) and in **applications** developed by Magyar Telekom Plc. (hereinafter: Applications) – hereinafter collectively referred to as: **Cookies and similar technological solutions**. The owner and operator of the Websites and Applications is Magyar Telekom Plc. For ease of understanding, we will refer to Magyar Telekom Plc. in the first person plural and to the user concerned in the second person singular.

The Notice consists of a GENERAL PART and a SPECIFIC PART. The SPECIFIC PART details the specific features and conditions of cookies and similar technological solutions used in relation to the Website or Application you are visiting. The GENERAL SECTION contains information that applies to all or most of our Websites/Applications. The SPECIAL SECTION always draws your attention to any provisions of the GENERAL SECTION that do not apply.

GENERAL PART

1. Why do we use cookies and similar technological solutions?

With the help of cookies and similar technological solutions, we and our partners store information on your device (e.g., computer, smartphone, etc.) from which you visit a Website or use an Application (hereinafter: **Device**) in accordance with this Notice and the one in the Cookie Manager application, and we access the information stored on your Device. smartphone, etc.) from which you visit a Website or use an Application (hereinafter: Device), and we access the information and personal data stored on your Device, such as unique identifiers and basic information sent by the device, under the conditions and for the purposes detailed below.

When you visit our Website for the first time or use an Application for the first time, the automatic pop-up cookie management application (in this Notice: **Cookie Management Application**) provides you further information about the types of Cookies and similar technologies used (see Section 2), including third-party Cookies and technologies, and you can give your consent to the use of Cookies and similar technologies and the related data processing. The design of the Cookie Management Application may vary from Website to Website and from Application to Application.

1.1. Cookies and browser-stored data

When you visit a Website in a web browser or, if you are using a mobile application, in an in-app browser (webview), we use cookies or data stored in your browser to ensure the functioning of the website, for analysis, to measure advertising campaigns, and to display personalized offers. Cookies are small text files that are stored on your device. Data stored in your browser is also text information.

Some cookies and browser-stored data (session storage) are deleted after the session ends, but there are cookies and browser-stored data (local storage) that remain on your device for a longer period of time.

The stored data is not directly linked to you or the device you use for browsing, but only to the browser you use, so you can delete it at any time in your browser settings.

1.2. SDKs

We also use software development kits (SDKs) for mobile applications. SDKs are part of the built-in code of our mobile applications and, like cookies, they can be used to collect information about your device, your interactions with our apps (such as a balance top-up or ordering an additional service), or to identify that you have clicked on one of our ads appearing on a third-party website or app.

2. What type of cookies and similar technological solutions do we use?

a) Operation-related

These solutions are necessary and ensure the expected and proper functioning of the website; without them, the services you use (such as adding items to your shopping cart in the webshop, paying by a bank card, logging in to the self-service interface) and navigation on the website cannot be guaranteed.

b) Statistical

These solutions are suitable for compiling aggregate statistics, allowing us to better understand how users use our websites and thus improve their structure and content. With their help, we can obtain more detailed information for analysis purposes, thus helping us to further develop our websites and applications in a customer-focused manner.

They enable us or third-party providers to collect behavioral (usage) data in the form of anonymized usage profiles. This allows us to track the number of individual visitors to the website and analyze user behavior based on anonymous or anonymized information about visitors' interactions with the website. Some Websites and Applications integrate third-party services, which we use partly for our own purposes, partly for joint purposes with the third party, and partly for the third-party providers' own purposes and at their own responsibility. In connection with these services, visitor data may be transferred to other third-party providers with your consent. For more information on cookies and similar technologies installed by third-party providers, see section 5.b) and the SPECIAL SECTION.

The cookies and other similar technological solutions we use for statistical purposes are largely provided by third-party service providers.

c) Convenience

These cookies and similar technological solutions make the use of websites and applications easier, more enjoyable, and more personalized. For example, they facilitate their use by remembering personal settings (e.g., language, font size), previous steps, passwords, and other text, e.g., when you navigate back to a page in the same session, or by recalling the contents of your shopping cart if you want to complete your order later.

d) Targeted ads (marketing)

By collecting user-level behavioral data, they help us offer interesting and relevant content and offers to our visitors and measure the effectiveness of our advertising campaigns.

We use this information to learn about visitors who view our advertisements, to create advertising target groups, to display interesting advertising content, and to measure the effectiveness of our campaigns, both on our own websites and on certain third-party advertising partner sites. Some Websites and Applications have third-party services integrated into them, which we use partly for our own purposes, partly for joint purposes with the third party, and partly for the third-party providers' own purposes and at their own responsibility. In connection with these services, visitor data may be transferred to other third-party providers with your consent. For more information on cookies and similar technologies installed by third-party providers, see section 5.b) and the SPECIAL SECTION.

The cookies and other similar technological solutions we use for marketing purposes are largely provided by third-party service providers.

3. Data management information

In certain cases, the use of cookies and similar technological solutions involves the processing of personal data. Cookies and similar technological solutions are installed either by us (first-party cookies) or by a third party (third-party cookies). In the SPECIAL SECTION of this policy, you can find out exactly what cookies and similar technological solutions we use, and you can also manage your consent to them in the Cookie Manager application.

a) Data management information applicable to cookies and similar technological solutions installed by us (first-party):

Name and contact details of the data controller: Magyar Telekom Plc. (registered office: 1097 Budapest, Könyves Kálmán krt. 36.; company registration number: 01-10-041928; tax number: 10773381-2-44)

Name and contact details of the Data Protection Officer: Dr. Adrienn Esztervári (address: 1097 Budapest, Könyves Kálmán krt. 36.; email: DPO@telekom.hu).

Some of the cookies and similar technological solutions we use are installed and operated with the assistance of data processors commissioned by us. These serve our purposes, so we are the sole data controllers in this regard. In such cases, we enter into appropriate data processing agreements with the data processors to ensure data protection.

b) Third-party cookies and similar technological solutions:

Unlike our own Cookies and similar technological solutions, which we place and use exclusively for our own purposes on the Website or Application operated by Magyar Telekom that you visit, cookies and similar technological solutions used by third parties on the Website or in the Application may, with your consent to their use, transfer certain data, including personal data, for use by such third parties.

Examples include Google Ads, Meta cookies, or similar technological solutions that allow us to create advertising target groups or measure the effectiveness of our campaigns, but Google and Meta also use this data to create profiles, for example.

The processing of personal data by third parties is subject to the data processing rules of those third parties, for which Magyar Telekom Plc. accepts no responsibility.

You can find information about the owners of individual third-party cookies and other similar technological solutions, their details, and where you can access the relevant data management rules in the SPECIAL SECTION. There, we also list Cookies and similar technological solutions used as part of the services provided by third parties, even if they are not strictly third-party Cookies or technological solutions, but are used with the involvement of a third party. Details on the processing of personal data in connection with Cookies and other similar technological solutions can also be found in the SPECIAL SECTION.

With regard to the processing of personal data, the Data Protection Information (<https://www.telekom.hu/rolunk/adatvedelmi-tudnivalok>) shall also apply to matters not covered in this Notice. **The Data Protection Information also provides detailed information about your rights as a data subject.**

4. You can learn more about the cookie settings applied by the most frequently used browsers by clicking on the links below:

[Google Chrome](#)

[Mozilla Firefox](#)

[Microsoft Edge](#)

[Microsoft Internet Explorer](#)

[Safari \(Mac application\)](#)

[Safari \(iPhone, iPad or iPod touch devices\)](#)

SPECIFIC PART

We use the following cookies and other similar technological solutions on the datasetforequality.com website.

Necessary cookies and other similar technological solutions						
Name and digital technology used	Purpose of using the solution	Retention/data management period (+ session or permanent)	Own or third party (link to third party information)	What personal data is processed?	Transfer of personal data to third parties (recipients)	Can personal data be transferred outside the EU?
PHPSESSID	Used to identify a user's session	session	1st	no		
Analytical/ Statistical cookies and other similar technological solutions						
Name and digital technology used	Purpose of using the solution	Retention/data management period (+ session or permanent)	Own or third party (link to third party information)	What personal data is processed?	Transfer of personal data to third parties (recipients)	Can personal data be transferred outside the EU?
ga<wpid> - cookie	Used to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	3rd party – Google LLC	unique ID (pseudonymous)	Google Ireland Ltd.	yes
_ga - cookie	Used to identify unique users	2 years	1st	unique ID (pseudonymous)	Google Ireland Ltd.	yes
NID	This cookie is used by Google to store user settings and information while viewing Google Maps pages.	6 months	3rd Party - Google LLC	unique ID (anonim)	Google Ireland Ltd.	yes

Targeted ad cookies and other similar technological solutions						
Name and digital technology used	Purpose of using the solution	Retention/data management period (+ session or permanent)	Own or third party (link to third party information)	What personal data is processed?	Transfer of personal data to third parties (recipients)	Can personal data be transferred outside the EU?
lidx	To facilitate data center selection	1 day	3rd party – LinkedIn	no		
li_gc	Used to store consent of guests regarding the use of cookies for non-essential purposes	180 days	3rd party – LinkedIn	no		
bcookie	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform	1 year	3rd party – LinkedIn	no		
VISITOR INFO1 LIVE	Try to estimate the users' bandwidth on pages with integrated YouTube videos.	6 months	3rd Party – Google LLC	no		
YSC	Used to register a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	3rd Party – Google LLC	no		
LAST_RESULT_ENTRY_KEY	Used to track user's interaction with embedded content.	Session	3rd Party – Google LLC	unique ID (pseudonyms)	Google Ireland Ltd.	yes
LogsRequestsStore	Stores the user's video player preferences using embedded YouTube video	Persistent	3rd Party – Google LLC	no		
remote_sid	Necessary for the implementation and functionality of YouTube video- content on the website.	Session	3rd Party – Google LLC	no		
TESTCOOKIESENABLED	Used to track user's interaction with embedded content.	1 day	3rd Party – Google LLC	no		
databases	Used to track user's	Persistent	3rd Party –	no		

	interaction with embedded content.		Google LLC			
yt-remote-cast-available	Stores the user's video player preferences using embedded YouTube video	Session	3rd Party – Google LLC	no		
yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video	Session	3rd Party – Google LLC	no		
yt-remote-connected-devices	Stores the user's video player preferences using embedded YouTube video	Persistent	3rd Party – Google LLC	no		
yt-remote-device-id	Stores the user's video player preferences using embedded YouTube video	Persistent	3rd Party – Google LLC	no		
yt-remote-fast-check-period	Stores the user's video player preferences using embedded YouTube video	Session	3rd Party – Google LLC	no		
yt-remote-session-app	Stores the user's video player preferences using embedded YouTube video	Session	3rd Party – Google LLC	no		
yt-remote-session-name	Stores the user's video player preferences using embedded YouTube video	Session	3rd Party – Google LLC	no		

Convenience cookies and other similar technological solutions						
__Secure-ROLLOUT_TOKEN - cookie	Used to manage the gradual rollout of new features and updates, A/B testing, and ensuring consistent user experience during experiments	180 days	3rd Party - Google LLC	Unique ID (pseudonymized)	Google Ireland Ltd.	yes
__Secure-YEC - cookie	Used for detecting spam, fraud, misuse, ensuring the security of YouTube advertisements and features, protecting users, and preventing fraudulent or abusive interactions	13 months	3rd Party - Google LLC	Unique ID (pseudonymized)	Google Ireland Ltd.	yes
ytidb::LAST_RESULT_ENTRY_KEY	Stores the user's video player preferences and the last clicked search result entry within embedded YouTube videos to improve user experience	Persistent	3rd Party - Google LLC	Unique ID (pseudonymized)	Google Ireland Ltd.	yes

In the case of Cookies and other similar technological solutions that also process personal data, the details of personal data processing are as follows:

<i>Purpose of data processing</i>	<i>Legal basis for data processing</i>	<i>Scope of data processed</i>	<i>Duration of data processing</i>
a) Necessary cookies and other similar technological solutions: ensuring the expected functioning of the given Website/Application	Legitimate interest pursuant to Article 6(1)(f) of the General Data Protection Regulation	See above table	See above table at storage/data processing duration
b) Statistical cookies and other similar technological solutions: monitoring and analyzing the use of the Website/Application in order to further develop its structure and content	Consent pursuant to Article 6(1)(a) of the General Data Protection Regulation (In cookie management application)	See above table	See above table at storage/data processing duration, and in case of withdrawal until withdrawal. Withdrawal does not affect the legality of data processing prior to withdrawal)
c) Convenience cookies and other similar technological solutions: to ensure more convenient and simpler use of the Website/Application for the user	Consent pursuant to Article 6(1)(a) of the General Data Protection Regulation (In cookie management application)	See above table	See above table at storage/data processing duration, and in case of withdrawal until withdrawal. Withdrawal does not affect the legality of data processing prior to withdrawal)

d) Targeted ad (marketing) cookies and other similar technological solutions: developing and displaying offers relevant to visitors, measuring the effectiveness of advertising campaigns	Consent pursuant to Article 6(1)(a) of the General Data Protection Regulation (In cookie management application)	See above table	See above table at storage/data processing duration, and in case of withdrawal until withdrawal. Withdrawal does not affect the legality of data processing prior to withdrawal)
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Shared data management:

The joint controllers have entered into a joint data processing agreement with each other. Data subjects may exercise their rights under the General Data Protection Regulation (GDPR) in relation to each of the joint controllers and against each data controller.

<i>The other data controller</i>	<i>Description of joint data processing</i>	<i>The joint controllers have entered into a joint data processing agreement with each other.</i> <i>The essence of the agreement</i>	<i>Link tot he data protection notice of the other data controller</i>
Adform A/S, Central Business Register (CVR)	We use Adform Conversion Tracking to measure the effectiveness of online ads. Conversion Tracking uses	Magyar Telekom and Adform act as joint data controllers in connection with personalized	https://site.adform.com/privacy-

no. 26434815, Silkegade 3b, stuen & 1. sal	cookies when an internet user interacts with an ad placed by Adform. Cookies do not contain any information (e.g., name, email address, address, phone number) that could be used to personally identify the user. We use Adform's DMP (Data Management Platform) service to create and manage audiences and segments. We do not store any personal information in the DMP that could be used to personally identify the user.	advertising (see Table 1). Personal data is collected using Adform cookies and Magyar Telekom first-party cookies, which are then transferred to Adform for further data processing. Both data controllers are responsible for answering your questions and facilitating the exercise of your data protection rights. The parties have designated Magyar Telekom as the primary contact. To exercise your rights as a data subject, you can also contact Adform at this link .	center/platform-privacy/product-and-services-privacy-policy/
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You may withdraw your consent to data processing at any time in the Cookie Manager application or by changing your browser settings as described in section 4 above. Withdrawal of consent does not affect the lawfulness of data processing prior to withdrawal.

With regard to the processing of personal data, the Data Protection Information (<https://www.telekom.hu/rolunk/adatvedelmi-tudnivalok>) shall also apply to matters not covered in this Notice. **The Data Protection Information also provides detailed information on your rights as a data subject.**

Effective from: 17 November 2025