Yettel's Cookie Privacy Notice

1. General information

Yettel Hungary (registered office: H-2045 Törökbálint, Pannon út 1.) and its partners use cookies (cookies and other technologies) to provide the basic functions of the site (**cookies essential for the website to function**), provide personalised features of the website (**functional cookies**), analyse user patterns and website traffic statistics (**analytics cookies**), measure the performance of the site (**performance cookies**), and create your profile and display ads aligned with it (**targeted marketing cookies**). In general, this information cannot be used to directly identify you, but it can be used to provide you with a more personalised online experience, as data about your online activity is collected and processed. The use of certain cookies is essential for the operation of the yettel.hu website.

By clicking "Accept All", you consent to the use of functional cookies, analytics cookies, performance cookies and targeted marketing cookies. You can withdraw or change your consent at any time, or consent to the use of individual cookies one by one under the "Cookie Settings" tab at the bottom of the webpage. However, you should be aware that blocking certain cookie types may affect your experience of using the site and the services we offer.

You can find more detailed information on the use of cookies below, in Annex 2 of our General Terms and Conditions and in the Cookie List (yettel.hu/cookie-lista).

2. Cookie categories

Essential cookies – Always active

Essential cookies facilitate the use of our website by enabling core functionality such as website navigation and access to secure areas. The website cannot function properly without these cookies, making their use essential to browsing our website; therefore, these cookies cannot be disabled while using the website. You can change your browser settings so that not even these cookies are stored; however, in this case, you will not be able to use the website as intended. The cookies are placed by us or by a third party whose services we have included on our sites. You can find the list of third parties in Section 3.

Functional cookies

These cookies enable special features and personalised services such as videos and live chat. The cookies are placed by us or by a third party whose services we have included on our sites. You can find the list of third parties in Section 3. If you do not allow the use of these cookies, these features may not function properly.

Analytics cookies

Analytics cookies monitor how you use and browse the website. However, these cookies focus more specifically on analysing user behaviour and website traffic statistics, collecting and measuring the number of visitors (e.g. returning or new visitors), traffic sources (where visitors come from), navigation paths between sites (clicks, scrolls and exits) and conversions. The cookies are placed by us or by a third party whose services we have included on our sites. When certain functions are used, your specific personal data – including name, address, phone number, device identifier, and email address – are transmitted in encrypted form to such third-party platforms. You can find the list of third parties in Section 3. When you use Google Consent Mode Advanced, the processing purposes you consented to are communicated to Google. If you do not consent to the use of cookies, Google's measurement tools send anonymous signals that cannot be used to identify you, and use mathematical modelling to estimate measurement metrics based on these signals. If you consent to the use of cookies, measurement is carried out in full using unique identifiers. You can withdraw your consent granted for this purpose at any time. For more information on modelling in the event of refusal or withdrawal of consent, see the relevant Google notices in Section 3. If you are a Yettel subscriber, you have allowed targeted marketing cookies in addition to analytics cookies, and you have given your consent to processing for direct marketing and profiling purposes, the cookie data is linked with your other subscriber personal data processed by Yettel (see Annex 2 of the GTC,

“Privacy Notice”, Sections 11-12). You may withdraw your consent to any of the above processing purposes at any time (even separately), in which case the cookie data and other subscriber personal data will no longer be linked.

Performance cookies

These cookies collect information about how you use the website – for example, which pages you visit most often, how much time you spend on the site, or what error messages you receive. Performance cookies may measure the number of page views, the time spent on the website, return rates and page load speeds. The data collected helps us understand how the site performs and how your user experience could be improved. The cookies are placed by us or by a third party whose services we have included on our sites. You can find the list of third parties in Section 3. When you use Google Consent Mode Advanced, the processing purposes you consented to are communicated to Google. If you consent to the use of performance cookies, Google’s measurement products ensure that the status of your consent is transferred to each site you visit and used to model the measurement metrics. You can withdraw your consent granted for this purpose at any time. For more information on modelling in the event of refusal or withdrawal of consent, see the relevant Google notices in Section 3. If you are a Yettel subscriber, you have allowed targeted marketing cookies in addition to performance cookies, and you have given your consent to processing for direct marketing and profiling purposes, the cookie data is linked with your other subscriber personal data processed by Yettel (see Annex 2 of the GTC, “Privacy Notice”, Sections 11-12). You may withdraw your consent to any of the above processing purposes at any time (even separately), in which case the cookie data and other subscriber personal data will no longer be linked.

Targeted marketing cookies

These cookies allow for a profile that matches your interests to be created and to display ads that are tailored accordingly. They work by uniquely identifying the browser and the device (e.g. type of phone, computer), and then use these unique IDs to collect information about the content visited while browsing the site.

You can withdraw your consent granted for this purpose at any time. If you refuse or withdraw consent, no data is transferred to third parties. If you do not allow targeted marketing cookies, you will not be able to enjoy targeted advertising on the various websites. The cookies are placed by us or by a third party whose services we have included on our sites. You can find the list of third parties in Section 3.

When you use certain functions, your specific personal data – including your name, address, phone number, device identifier, and email address – are transmitted in encrypted form to such third-party platforms. Based on the results of the modelling, we are able to provide you with personalised individual offers and display personalised ads online. When you use Google Consent Mode Advanced, the processing purposes you consented to are communicated to Google. If you do not consent to the use of cookies, Google’s measurement tools send anonymous signals that cannot be used to identify you, and use mathematical modelling to estimate measurement metrics based on these signals. If you consent to the use of cookies, measurement is carried out in full using unique identifiers.

If you are a Yettel subscriber, you have allowed targeted marketing cookies in addition to performance cookies, and you have given your consent to processing for direct marketing and profiling purposes, the cookie data is linked with your other subscriber personal data processed by Yettel (see Annex 2 of the GTC, “Privacy Notice”, Sections 11-12). You may withdraw your consent to any of the above processing purposes at any time (even separately), in which case the cookie data and other subscriber personal data will no longer be linked.

3. Information on “third-party” cookies placed on Yettel’s websites

In addition to Yettel’s own cookies, other service providers may also place cookies (cookies and other technologies) on Yettel’s websites. These are known as “third-party” cookies. In such cases, the information set out in the privacy notices of the third-party service providers shall apply:

Essential cookies

- Google Ads Optimization:

Google Ads Optimization places this cookie to help manage user sessions. It stores a unique session ID to provide a seamless and personalised browsing experience.
More information: https://business.safety.google/privacy/.

- Marketo

Marketo places this cookie to collect information about the user's online activity and profile their interests in order to display relevant ads to the user.
More information: https://experienceleague.adobe.com/en/docs/marketo/using/product-docs/core-marketo-concepts/miscellaneous/privacy-management.

- Cloudflare

Cloudflare uses a cookie to support Cloudflare Bot Management. Cloudflare uses another cookie for load balancing purposes.
More information: https://developers.cloudflare.com/bots/.

- Google

This cookie is set by the Google reCAPTCHA service to identify bots and protect the website from malicious spam attacks. Another Google cookie is used to protect user security and prevent fraud, particularly during the login process.
More information: https://developers.google.com/recaptcha.

- YouTube

YouTube sets this cookie to store users' video player preferences when using embedded YouTube videos. YouTube uses this cookie to manage the rollout and testing of features. This helps Google control which new features or interface changes are shown to users as part of testing and gradual rollout, ensuring a consistent experience for the user during the experiment.
More information: https://policies.google.com/technologies/cookies?hl=en-US.

- New Relic

This cookie stores session IDs so that New Relic can track the number of sessions in an application.
More information: https://docs.newrelic.com/docs/browser/browser-monitoring/page-load-timing-resources/new-relic-cookies-used-browser/.

- PHP

This cookie stores and identifies the user's unique session ID to manage user sessions on the website. It is a session cookie and is deleted when all browser windows are closed.
More information: https://www.php.net/.

- Microsoft

The Classic ASP application sets this cookie to maintain the state of the user's session across multiple HTTP requests. This helps the server identify and track the user's session, allowing information stored on the server to persist across pages. The cookie issued by the Microsoft ASP.NET application stores session data during the user's visit to the website.
More information: https://dotnet.microsoft.com/en-us/apps/aspnet.

- CookieYes

This cookie remembers users' consent preferences so that they can be respected when the user visits the website again. It does not collect or store any personal data about website visitors.

More information: https://www.cookieyes.com/product/cookie-consent/.

Functional cookies:

- YouTube

YouTube uses this cookie to store users' video player preferences when watching embedded YouTube videos.
More information: https://business.safety.google/privacy/.

Analytics cookies:

- Google Analytics

Google Analytics uses this cookie to calculate visitor, session and campaign data and to track website usage for the website's analytics reporting. The cookie stores data anonymously and identifies individual users by associating them with a randomly generated number.
More information: https://support.google.com/analytics/answer/7318509?hl=en.

- Google Tag Manager

Google Tag Manager sets this cookie for server-side tagging. Google Tag Manager sets this cookie for analytics and reporting purposes to collect data about the user and their activity on the website. Google Tag Manager sets this cookie for cross-domain tracking.
More information: https://support.google.com/tagmanager/answer/9323295/data-privacy-andsecurity?hl=en-AU.

- Microsoft Clarity

Microsoft Clarity sets this cookie to retain the Clarity user ID in the browser and the settings for the website. This ensures that actions taken during subsequent visits to the same website are associated with the same user ID.
More information: https://clarity.microsoft.com/privacy.

- YouTube

YouTube uses this cookie to track views of videos embedded on YouTube pages.
More information: https://policies.google.com/technologies/cookies?hl=en-US.

Performance cookies

- Bloomreach

Bloomreach sets this cookie to store a unique user ID.
More information: https://www.bloomreach.com/en/legal/privacy.

Targeted marketing cookies

- Twitter

Twitter sets this cookie to identify and track website visitors.
More information: https://help.x.com/en/rules-and-policies/x-cookies.

- DoubleClick

DoubleClick sets this cookie to debug and troubleshoot ads served by DoubleClick. doubleclick.net uses this cookie to determine whether the user's browser supports cookies. Google DoubleClick IDE cookies store information about how the user uses the website in order to display ads aligned with the user's profile.
More information: https://policies.google.com/technologies/ads?hl=en-US.

- YouTube

This cookie registers a unique ID to store data about which videos the user has watched on YouTube.
More information: https://policies.google.com/technologies/cookies?hl=en-US.

- Google Tag Manager

Google Tag Manager uses this cookie to measure the effectiveness of ads on websites that use its services.
More information: https://support.google.com/tagmanager/answer/9323295/data-privacy-andsecurity?hl=en-AU.

- OpenAI

OpenAI displays personalized ads on ChatGPT interfaces and provides Yettel with aggregated performance results based on conversion data. Additional information about OpenAI Ad Tools, which are used for data processing, is available here: https://ads.openai.com/.

Google Consent Mode Advanced (relevant for analytics, performance and targeted marketing cookies):
When Google Consent Mode is used, we provide Google with the status of your consent to cookies. Google Consent Mode is designed to store and communicate website visitors' and users' decisions regarding data collection (cookies) to third parties that collect this data. Data is stored for 30 days under Google Consent Mode and, in exceptional cases, may be extended to a maximum of 90 days where justified.

More information:
https://support.google.com/googleads/answer/10000067?hl=hu&sjid=2797169347619071073-EU and
https://support.google.com/google-ads/answer/10000067?hl=en.

You can access our detailed cookie list via the link below:
https://www.yettel.hu/cookie-lista.