

# Management of Cookies

The website <http://www.nexus-solutions.hu> uses cookies to operate the website, facilitate its use, track activities on the website, and display relevant offers.

Please carefully read this document and only use the website's services if you agree with all its points and accept them as binding for you (hereinafter: User). Please note that this policy applies only to cookie management on the specific website.

## **What is a Cookie?**

A cookie is a small data package that internet services store in your browser. It is an essential technology for efficient and modern user experiences, supported by all modern browsers.

## **How are Cookies created?**

First, the client's computer sends a request to the server. The server creates a unique identifier and stores it in its own database, then sends the created cookie with all the information back to the client. The received information cookie is stored on the client's computer.

## **How are Cookies utilized?**

When the client's computer reconnects with the server, it pairs the previously created and stored cookie. The server compares the received cookie's content with what it has stored. This allows for easy identification of, for example, registered users who have logged in. Without this, it would not be possible to log in to a website.

## **What Cookies does the website use and for what purposes?**

The website uses cookies for the following purposes:

- Developing our website.
- Facilitating your navigation on our website and using its features to provide a seamless user experience.
- Gathering information about how you use our website, such as which parts of our website you visit or use the most, to understand how to provide you with an even better user experience when you revisit our site.
- Identifying how to improve the user experience when you revisit our website.
- Placing targeted advertisements on other websites.
- Distinguishing and identifying browser users.
- Tracking activities on the website in order to deliver messages regarding offers that specifically interest you or are important to you.

# Types of Cookies

## Essential Cookies

These cookies ensure the proper functioning of the website, make it easier to use, and collect information about its usage without identifying visitors. Examples include storing calculator usage values, the status of cookie acceptance, login methods, data retention, website notification message status, and the reduced-functionality Google Analytics code. Please note that without these cookies, we cannot guarantee your comfortable use of our website.

## Statistical Cookies

For the purpose of improving our website and enhancing user experiences, we use cookies that allow us to collect information about how visitors use our website. These cookies cannot personally identify you but collect information about the pages a visitor has viewed, which parts of the website were clicked on, the number of pages visited, the duration of individual sessions, and any error messages that may have occurred.

## Performance Cookies

Google Analytics cookies are examples of performance cookies. For further information about Google Analytics cookies, please click here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Google Optimize cookies also provide performance. For more information about Google Optimize cookies, please visit:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

## Targeting and Advertising Cookies

The purpose of these cookies is to display advertisements on websites that are more interesting or relevant to you. These cookies cannot personally identify you without your consent, but they collect information about the pages a visitor has viewed, which parts of the website were clicked on, the number of pages visited, all to understand the content that is of interest to you.

However, if you consent, we can use the information collected during website use to better tailor our marketing communications to your needs and bring more personalized offers to your attention.

## **On our website, we use the following providers' advertising cookies:**

### **Google Adwords**

For detailed information about this service, please visit:

<https://www.google.com/intl/hu/policies/privacy>

### **Facebook**

For detailed information about this service, please visit:

<https://www.facebook.com/help/cookies/>

### **DoubleClick**

For detailed information about this service, please visit:

<https://www.google.com/intl/hu/policies/privacy>

### **Instagram**

For detailed information about this service, please visit:

<https://help.instagram.com/402411646841720>

## **How to control and disable Cookies**

Every modern browser allows you to change cookie settings. Most browsers automatically accept cookies by default, but these settings can generally be changed, allowing the browser to block automatic acceptance and prompt you to decide whether to accept cookies each time.

Please note that preventing or deleting cookies may affect your ability to fully use the website's features and may cause the website to function differently in your browser.

**You can find information on cookie settings for the most popular browsers at the following links:**

- [Google Chrome](#)
- [Firefox](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Safari](#)