

Privacy Policy

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DATA PROTECTION

Fractal Colors Kft. (hereinafter referred to as: Seller), as the party responsible for handling the data of registered users, does everything during all phases of the handling of the provided data to ensure being in accordance with relevant law.

During the acquisition and processing of personal data the Seller pays special attention to comply with Act LXIII of the 1992 Data Protection Law. The Seller reserves the right to change its terms and conditions at any time. *Registered partners* (hereinafter referred to as: Customers) can view the data at any time, or modify it if necessary.

These terms and conditions contain important rules of the purchase contract. In matters not covered herein, the Parties shall be governed by the relevant provisions of the Civil Code and the Regulation on Contracts Concluded in Absence.

DATA HANDLING

is the automated or non-automated operation or set of operations performed on personal data or sets of data, such as collecting, recording, systemization, compartmentalization, storage, transformation or modification, query, insight gathering, use, transmission or forwarding, distribution or providing accessibility in a different manner, synchronization or connecting, limiting, and deletion;

The Seller handles the data of *unregistered visitors* (hereinafter referred to as: Visitors) and Customers of www.fractalcolors.com (hereinafter referred to as: Website).

In connection with Data Handling the Seller informs *Visitors and Customers of the Website* (hereinafter referred to as: Users) concerning the personal data managed, the principles and practices used by the Seller, and concerning the manners and possibilities of Users to exercise their rights.

By using the Website the User accepts the terms and conditions of the Privacy Policy and agrees to data handling specified below.

In developing its data protection principles, the Seller has taken into account in particular the provisions of Act CXII of 2011 on the right to information, self-determination and freedom of information, and Act VI of 1998, as well as the **Provisions of the European Data Protection Act (GDPR)** on the protection of individuals with regard to the automatic handling of personal data.

This Privacy Policy is an integral part of the General Terms and Conditions.

1.) THE PURPOSE OF DATA HANDLING

The purpose of the Seller's data handling is to identify the visitors using the services available on the Website, fulfillment and delivery of orders, documentation and verification of the adequacy of the fulfillment of orders, and, in given cases, the provision of invoicing and proof of the concluded contracts.

The purpose of the data to be recorded automatically is to compile statistics and to successfully sell and deliver the ordered products to a given destination.

The Seller does not and cannot use personal or company-entrepreneurial data for purposes other than those specified in this Privacy Policy. The disclosure of personal data to third parties or authorities is only possible – unless otherwise required by law – with the User's prior expressed consent.

In all cases where the information is used by the Seller for a purpose other than the purpose of the original data collection, the Seller informs the User to obtain the User's prior expressed consent, as well as provides an opportunity for the User to prohibit the data's use.

2.) LEGAL BASES FOR DATA HANDLING

Data handling is carried out by the Seller in accordance with *Act CXII of 2011 on the right to information, self-determination and freedom of information* (hereinafter referred to as: Info. Act) Section 5 (1) (a), and 13/A Section-a of Act CVIII of 2001 on certain aspects of electronic commerce services and information society services, with the User's voluntary contribution. With regard to invoicing, it is carried out on the basis of Section 169 (2) of Act C of 2000 on Accounting.

The Seller does not verify the acquired personal data. The User is solely responsible for the accuracy of the data provided. Any User when registering an e-mail address accepts liability that the User is the sole user of the e-mail address provided. With regard to this liability, all activity associated with a given registered e-mail address is the responsibility of the User who registered the e-mail address.

3.) THE SELLER'S DATA, AS DATA HANDLER

Name: Fractal Colors Kft.

Headquarters and mailing address: 2141 Csömör, Erkel Ferenc utca 26/A/1

Tax number: 23351534-2-13

Phone: +36302905954

E-mail address: info@fractalcolors.com

4.) DURATION OF DATA HANDLING

Handling of mandatorily provided personal and company-entrepreneurial data begins at registration and lasts until the registration is deleted. Optionally provided data begins to be handled after providing and lasts until given data is deleted. A registration can be deleted anytime, after sending a deletion request. The deadline for registration deletion is 5 workdays after receipt of the request. The system stores all logged data for 6 months after logging – except data on the date of the last visit, which is overwritten automatically.

The above provisions do not affect the fulfillment of retention obligations specified in legal regulations (e.g. accounting legislation) or the handling of data on the basis of consents given during registration on the Website or in any other way.

In case of purchase billing data is stored for min. 8 years in accordance with the law.

5.) RANGE OF PERSONAL DATA HANDLED

Registration information: To register, the User must provide the following information:

name, e-mail address, password, company name, company headquarters, shipping address, tax number, EU tax number; or outside of EU: business identification number.

Technical information: Data of the User's login computer that is generated during the use of the service and that is recorded by the Sales System as an automatic result of the technical processes. These in particular are the date and time of the visit, the IP address of the User's computer, the type of browser used, the address of the viewed and last viewed webpages.

Automatically recorded data is logged by the system at the User's entry and exit without the User's particular statement or action. This data cannot be linked to other personal user-data – except where required by law. Only the Seller has access to this data.

The Seller's system may record data concerning user-activity, which cannot be linked to other data provided by the User at registration, or data generated during the use of other websites or services.

The HTML code of the Website may contain links pointing to or from external servers, independent of the Seller. The providers of these links are capable of gathering user-data due to direct links to their server.

External servers help to independently measure and audit website traffic and other web analytics data (Google Analytics). Data handlers can provide detailed information on the handling of measurement data for the User. Contact: www.google.com/analytics/

Cookie: The system identifies the User's computer using a so-called cookie. The User needs to allow these cookies in order for the Seller's Website to function properly. Accordingly, when downloading certain parts of the Website, cookies are placed on the User's computer, which are necessary for the operation of certain functions of the Website. Cookies are small text files that the computer and browser save. The User and the Seller are not further notified of this.

The Seller uses the above information for the technical operation of the Website, for sending targeted newsletters and e-mails, as well as for statistical purposes.

The function "Help" found in the menu bar of most browsers provides information on how to: disable cookies; accept new cookies; instruct the browser to set new cookies; or disable other cookies.

Cookies used on the Website do not harm the User's computer and do not contain viruses.

6.) RANGE OF PARTIES WITH DATA ACCESS, DATA TRANSMISSION, DATA PROCESSING

The data is primarily accessible to the Seller and the Seller's internal employees, who do not publish it or pass it on to third party(/ies).

While fulfilling and delivering orders the Seller may employ the services of a data processor (e.g. an accountant). The Seller is not responsible for the data handling practices of such external parties.

Name of data processors:

Delivery:

Name: GLS General Logistics Systems Hungary Csomag-Logisztikai Kft.

Activity: 5320. Other postal and courier activities

Phone: [+36 1 802 0265](tel:+3618020265), E-mail: info@glshungary.com

Name: FedEx Express Hungary Kft.

Activity: 5320. Other postal and courier activities

Address: 2220 Vecsés, Lőrinci út 59. C building. 5.

Phone: [+36 68 0 980 980](tel:+36680980980), E-mail: info.bud.hu@fedex.com

Name: TNT Express Hungary Kft.

Activity: 5320. Other postal and courier activities

Address: 1185 Budapest II. Logistics Center - Office, BUD International Airport, building 283

Phone: [+36 1 885 4584](tel:+3618854584), E-mail: HU.TNTexpress@tnt.com

Name: Palmsped Cargo 2009 Kft.

Activity: 5320. Other postal and courier activities

Address: 1036 Budapest, Nagyszombat utca 6.

Phone: [+36/1-770-0430](tel:+3617700430), E-mail: palmsped@palmsped.hu

Webshop, Website:

Name: Unas Online Kft.

Address: 9400 Sopron, Major köz 2. I/15

Phone: [+3699-200-200](tel:+3699200200), E-mail: unas@unas.hu

In addition to the above, the transfer of personal data concerning the User may only take place in cases specified by law or with the consent of the User.

7.) USER'S RIGHTS AND ENFORCEMENT OPTIONS

1. Right to information

The User is entitled at all times to request information concerning personal data handled by the Seller, furthermore – with the exception of the e-mail address provided at registration – the User may modify personal data on the Website in the User's own account, or may delete the registration.

At the request of the User, the Seller shall provide information on the data handled, the purpose and duration of the data handling, the legal basis, as well as who receives or has received the User's data and for what purpose. The Seller shall provide the requested information in writing within 5 days of the submission of the request

The User may contact the Seller's employee with any questions or remarks related to data management via the contact details indicated below.

The User may request the User's data to be deleted, blocked or corrected.

The User is entitled at all times to request the User's incorrectly recorded data to be corrected or deleted via the contact details indicated below. The Seller within 5 workdays of the receipt of the request shall delete this data, which – in this case – will not be recoverable again. The deletion does not apply to the data handling required by law (e.g. accounting regulations), the Seller will keep these for the required period of time.

The User may – furthermore – request the User's data to be blocked. The Seller shall block the personal data if the User so requests or if, on the basis of the information available, it can be assumed that the deletion would harm the User's legal interests. Personal data blocked in this way may only be handled for as long as the purpose of the data handling, which precluded the deletion of

personal data, exists.

The User, as well as all parties to whom the data have previously been transmitted for data handling purposes shall be notified of the correction, blocking and deletion of the data. Notification may be omitted if this – with regard to data handling purposes – does not harm the legal interests of the User.

If the personal data is factually incorrect, and if the correct data is available to the data handler, the data handler shall rectify the error.

Personal data shall be deleted if (a) it is handled in an illegal manner; (b) the User requests deletion in the appropriate manner; (c) it is incomplete or incorrect – and this condition cannot be legally remedied – provided that deletion is not precluded by law; (d) the purpose of the data handling has ceased, or the statutory deadline for the storage of the data has expired; (e) ordered by a court or the NAIH (*Hungarian National Authority for Data Protection and Freedom of Information*).

Instead of deletion the data handler shall block the personal data if the User so requests, or if, on the basis of the information available, it can be assumed that the deletion would harm the User's legal interests. Personal data blocked in this way may only be handled for as long as the purpose of the data handling, which precluded the deletion of personal data, exists.

The data handler marks the handled personal data if the User disputes its correctness or accuracy, but its incorrectness or inaccuracy cannot be determined definitely.

If the data handler does not comply with the User's request for correction, blocking or deletion within 25 days after receiving the request, the data handler shall notify the User in writing or – with the User's consent – in an electronic way of the factual and legal reasons for the refusal of the request for correction, blocking or deletion. By accepting this Privacy Policy the User expressly consents to electronic communication in this regard as well. In case of the refusal of the request for correction, blocking or deletion, the data handler shall inform the User of the possibility of contacting the authorities, or judicial redress (in accordance with the Legal remedy point below).

The User may object to the handling of personal data. The Seller shall examine the objection as soon as possible – in 5 days at the most – after the submission of the request, judges its validity and notifies the requester of the decision made.

The User may exercise rights at the contact details below:

Name: Fractal Colors Kft.

Headquarters and mailing address: 2141 Csömör, Erkel Ferenc utca 26/A/1

Phone: +3630-290-5954

Legal remedy: The User – under the Info. Act, and the Civil Code (Act V of 2013) –

At the *Hungarian National Authority for Data Protection and Freedom of Information* (*hereinafter referred to as: Authority*) (<http://www.naih.hu>); headquarters: 1125 Budapest, Szilágyi Erzsébet fasor 22/c; mailing address: 1530 Budapest, Pf.: 5; phone: +36 (1) 391 1400) by reporting may initiate an investigation referencing that in the handling of personal data, and the exercise of rights of access to data of public interest or public data in the public interest infringement occurred, or there is imminent danger of such occurrence. The Authority's investigation is free of charge, the investigation's expenses shall be advanced and borne by the Authority.

The User – in case of the violation of the User's rights – may take legal action against the data handler. The court shall act out of line in such case. The suit falls within the jurisdiction of the tribunal. The suit – in line with the User's choice – may be initiated before the court of the place of residence or stay of the User. The data handler is obligated to compensate for the damages caused by the unlawful handling of the User's data or the violation of the data security requirements. The data handler is also responsible for compensating for the damages done to the User by the data processor. The data handler is exempted from liability if it can be proven that the damage was done by an unavoidable cause outside of the scope of data handling. Compensation shall not be payable if it is the result of willful misconduct or gross negligence on the part of the injured party. If the data handler violated the personal privacy rights of the User with the unlawful handling of the User's data or the violation of the data security requirements, the User may claim damages from the data handler.

8.) USE OF E-MAIL ADDRESSES

The Seller pays special attention to the legality of the use of the electronic mail addresses handled, therefore the Seller only uses these for sending (informative, or advertisement) e-mails in the manners specified below.

The handling of e-mail addresses predominantly serves the purpose of identifying the User, and communicating during the fulfillment of orders and use of services, therefore e-mails are sent primarily for these purposes.

9.) NEWSLETTER

The Seller enables the User to subscribe to the Seller's newsletter. The newsletter contains direct marketing elements and advertisements. The Seller handles the data provided by the User during the use of the newsletter.

The User at all times may unsubscribe from the newsletter without any justification or restriction, free of charge. The User may do this via letter, e-mail, clicking on the „Unsubscribe” link at the bottom of the newsletter, or on the Website, on a dedicated surface, where the User can provide an e-mail address and a name, then click on the „Unsubscribe” link. In this case the Seller deletes all personal data needed for the sending of newsletters and does not contact the User with further newsletters or offers. The Seller only sends advertisements (newsletters) to electronic mail addresses set at registration with the expressed consent of the User in accordance with the law.

10.) DATA SECURITY

The Seller is obligated to protect the provided data, furthermore takes all technical measures to guarantee the safety of the recorded, stored and handled data, additionally takes all necessary measures to prevent these from being destroyed, used or modified unlawfully. Additionally, the Seller is obligated to call on all third parties to whom these data may be transmitted to also fulfill these obligations.

11.) OTHER PROVISIONS

The Seller reserves the right to unilaterally modify this Privacy Policy with the prior notification of the Users in accordance with applicable data protection laws.

By using the Website after the entry into force of these changes the User accepts the contents of the modified Privacy Policy.