

Privacy Notice

Békássy Webshop | bekassy.hu

This Notice explains how the personal data of visitors, customers and contacts of bekassy.hu are processed. For each processing activity, we separately identify its purpose, legal basis, categories of data processed, retention period and recipients. Processing based on consent is voluntary; where data are required to perform a contract or comply with a legal obligation, the relevant service cannot be provided without them.

1 Data Controller

Item	Details
Data Controller	Békássy András, sole proprietor
Registered office and postal address	8261 Badacsony, 1 Pöltenberg Street
Tax number	69892820-1-39
Website	https://bekassy.hu
Email	boraszat@bekassy.hu
Telephone	+36 30 646 5012
Data Protection Officer	The Data Controller is not required to designate a Data Protection Officer under Article 37 of the GDPR.

The Data Controller is responsible for processing personal data lawfully, fairly and transparently, for purpose limitation, data minimisation, accuracy, storage limitation and appropriate security, and for demonstrating compliance with these principles.

2 Individual Processing Activities

2.1 Online Store Orders and Performance of the Contract

Criterion	Details
Purpose	Receiving orders, concluding contracts, maintaining contact, payment, collection or delivery, and handling the age declaration.
Legal basis	Article 6(1)(b) GDPR: performance of the contract and steps taken prior to entering into the contract.
Data	Name, email address, telephone number, billing and delivery address, Products ordered, order identifier, payment and delivery method, payment status, transaction identifier, declaration of being at least 18 years old, and any voluntary comment.
Retention	Until expiry of the general limitation period for civil claims arising from the contract, typically five years after performance; the longer period in Section 2.2 applies to data appearing on accounting documents.

Criterion	Details
Recipients	To the extent necessary for performance: hosting provider, courier service, payment service provider and invoicing service provider.

2.2 Invoicing and Accounting

Criterion	Details
Purpose	Issuing and retaining invoices and complying with accounting and tax obligations.
Legal basis	Article 6(1)(c) GDPR: compliance with a legal obligation, in particular accounting and tax rules.
Data	Billing name and address, tax number, order items, consideration, payment method and time, and invoice number.
Retention	Accounting documents must be retained for at least eight years under the Hungarian Accounting Act.
Recipients	KBOSS.hu Kereskedelmi és Szolgáltató Kft. (Számlázz.hu; 1031 Budapest, 7 Záhony Street; info@szamlazz.hu; www.szamlazz.hu), [TO BE COMPLETED: accountant or accounting firm], and, where necessary, the Hungarian National Tax and Customs Administration and other authorities acting under law.

The Data Controller uses the services of KBOSS.hu Kereskedelmi és Szolgáltató Kft. (Számlázz.hu; registered office: 1031 Budapest, 7 Záhony Street; email: info@szamlazz.hu; website: www.szamlazz.hu) to issue and manage electronic invoices. Acting as a processor, the provider assists with issuing, transmitting and storing electronic invoices and operating the invoicing system. The data transmitted to it are: name or company name, billing address, tax number where required, email address, and purchase and invoice details. A telephone number is transmitted only if the Data Controller actually records it in the Számlázz.hu system.

2.3 Bank Card Payment

Criterion	Details
Purpose	Processing online bank card payments and confirming the outcome of payment.
Legal basis	For the Data Controller: Article 6(1)(b) GDPR. The payment service provider's own privacy notice specifies the legal basis for its processing.
Data held by the Data Controller	Order and transaction identifier, amount, currency, date and time of payment, and payment status. The Data Controller neither receives nor stores the card number, expiry date or CVC code.
Recipient	myPOS Limited, The Oval, 160 Shelbourne Road, Dublin 4, D04 E7K, Ireland. myPOS acts as an independent controller in relation to payment and electronic money services.
Retention	For the period applicable to order data and accounting documents; the myPOS privacy notice specifies myPOS's own retention period.

2.4 Delivery

Criterion	Details
Purpose	Delivering the ordered Product, sending delivery notifications and handling any failed delivery.
Legal basis	Article 6(1)(b) GDPR: performance of the contract.
Data	Recipient's name, delivery address, telephone number, email address, parcel identifier, cash-on-delivery amount and delivery status.
Recipient	GLS General Logistics Systems Hungary Csomag-Logisztikai Kft., 2351 Alsónémedi, 2 GLS Európa Street.
Retention	For the Data Controller, until expiry of the retention period for order data; for data processed by the courier as an independent controller, in accordance with the courier's own retention rules.

2.5 Contact, Customer Administration and Complaints

Criterion	Details
Purpose	Answering questions, handling customer matters, investigating complaints, preserving evidence and managing legal claims.
Legal basis	For general contact: legitimate interests under Article 6(1)(f) GDPR; for matters relating to a contract: point (b); for keeping records of consumer complaints: compliance with a legal obligation under point (c).
Data	Name, contact details, message, order details, content of the complaint, attachments, response and customer administration details.
Retention	For general enquiries, no more than one year after closure of the matter; for contractual legal claims, no more than five years; for a consumer complaint and response, three years.
Legitimate interest	Maintaining contact with customers, ensuring service quality, and establishing and defending legal claims.

2.6 Newsletter and Direct Marketing

Criterion	Details
Purpose	Sending newsletters, offers and information about events.
Legal basis	Freely given consent under Article 6(1)(a) GDPR and the Hungarian rules on electronic advertising.
Data	Name where required, email address, date, time and method of subscription, evidence of consent, and date and time of unsubscribe.

Criterion	Details
Retention	Until consent is withdrawn. Evidence that consent was given and withdrawn may be retained until legal claims become time-barred.

Consent may be withdrawn at any time, without stating a reason and free of charge, by using the unsubscribe link in the messages or by emailing boraszat@bekassy.hu. Withdrawal does not affect the lawfulness of processing carried out before withdrawal. Consent to receive the newsletter cannot be a condition of purchase.

2.7 Website Security Logs

Criterion	Details
Purpose	Operating the website, troubleshooting, and detecting and preventing attacks and abuse.
Legal basis	Article 6(1)(f) GDPR: the Data Controller's legitimate interest in secure and available operation of the website.
Data	IP address, date and time of request, page or resource visited, technical browser and device data, response code, and security event data.
Retention	90 days
Recipient	Websupport Magyarország Kft. (registered office: 1119 Budapest, 97-99 Fehérvári Road; company registration number: 01-09-381419; tax number: 25138205-2-43; website: www.websupport.hu), as hosting and technical service provider and processor.

2.8 Audience Measurement and Google Analytics

Non-essential analytics technologies may be activated only after the visitor has given prior, freely given consent. Refusing or later withdrawing consent must not prevent basic use of the online store. Consent choices may be changed at any time through the cookie settings interface.

Criterion	Details
Purpose	Producing aggregated audience statistics and analysing use and performance of the website.
Legal basis	Freely given consent under Article 6(1)(a) GDPR. The Google Analytics 4 tag is loaded only after analytics cookies have been accepted; if they are refused, no measurement data are transmitted to Google.
Data	Online identifiers and cookie identifiers, IP address, device and browser data, approximate geographic location, pages visited, and session and interaction data. Measurement identifiers: GA4 property 353677778; web measurement ID G-CHYMXCP13K. The website disables Google signals and ads personalisation.
Recipient	Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; Google's other recipients and subprocessors in accordance with its own terms.
Retention	The default lifetime of the <code>_ga</code> and <code>_ga_CHYMXCP13K</code> cookies is two years and may be renewed upon each new activity.

3 Cookies and Similar Technologies

Strictly necessary cookies are required for operation of the website and shopping cart and do not require consent. Analytics, marketing and other optional cookies may be used only on the basis of prior consent. Consent may be given, refused and withdrawn by category. Deleting cookies in the browser does not in itself replace management of consent on the website.

Category	Cookie or provider	Purpose	Legal basis	Lifetime
Necessary	Joomla session cookie (random 32-character name)	Managing the session, shopping cart, form and CSRF protection, and the selected language.	Technical storage necessary for the service; Article 6(1)(b) and (f) GDPR.	Until the browser is closed.
Necessary preference	reDimCookieHint	Remembering the choice to accept or refuse cookies.	Storage necessary to demonstrate the choice; Article 6(1)(c) and (f) GDPR.	Acceptance: 365 days. Refusal: until the browser is closed.
External resource	Google Fonts; jsDelivr CDN	Downloading fonts and user interface icons. The visitor's IP address, browser data, date and time of the request, and details of the requested resource may be transmitted to the providers.	Article 6(1)(f) GDPR: legitimate interest in a consistent and usable presentation of the website.	No first-party cookie; provider logs are governed by the providers' rules.
Analytics	Google Analytics 4: _ga, _ga_CHYMXCP13K (G-CHYMXCP13K)	Distinguishing visitors and sessions and producing aggregated website usage statistics. The tag is loaded only after analytics consent has been given; Google signals and ads personalisation are disabled.	Article 6(1)(a) GDPR: freely given consent.	Two years by default; the lifetime may be renewed upon new activity. Further measurement can be stopped by withdrawing consent.

4 Processors and Recipients

Organisation	Role	Data concerned	Location
Websupport Magyarország Kft. 1119 Budapest, 97-99 Fehérvári Road Company reg. no.: 01-09-381419 Tax no.: 25138205-2-43	VPS infrastructure and hosting services; processor. The Data Controller operates the server applications and security settings.	Website and order database, booking data, newsletter data, server logs and technical identifiers.	Hungary / EEA

Organisation	Role	Data concerned	Location
GLS General Logistics Systems Hungary Csomag-Logisztikai Kft. 2351 Alsónémedi, 2 GLS Európa Street	Delivery; independent controller for part of the service.	Name, delivery address, telephone number, email address, parcel identifier, cash-on-delivery amount and delivery status.	Hungary / EEA
myPOS Limited The Oval, 160 Shelbourne Road Dublin 4, D04 E7K, Ireland	Payment and electronic money services; independent controller.	Order and transaction identifier, amount, currency, date and time of payment and status, and other data required for payment. The Data Controller does not receive card details.	Ireland / EEA
KBOSS.hu Kereskedelmi és Szolgáltató Kft. (Számház.hu) 1031 Budapest, 7 Záhony Street	Issuing, transmitting and storing electronic invoices and operating the invoicing system; processor.	Name or company name, billing address, tax number where required, email address, and purchase and invoice details.	Hungary / EEA
Google Ireland Limited Gordon House, Barrow Street Dublin 4, Ireland - Google Analytics 4	Web analytics service; aggregated analysis of audience and website usage only after consent has been given.	Online and cookie identifiers, IP address, device and browser data, approximate location, page-view, session and interaction data. GA4 property: 353677778; measurement ID: G-CHYMXCP13K.	Ireland; processing outside the EEA is also possible due to Google's global infrastructure and subprocessors.
Google Ireland Limited Gordon House, Barrow Street Dublin 4, Ireland - Gmail	SMTP-based email delivery for the online store, booking system and newsletter; depending on the contractual terms, processor and, for certain operations, independent controller.	Sender's and recipient's name and email address, subject, message body, and any order, booking and contact data contained in it.	Ireland; processing outside the EEA is also possible due to Google's global infrastructure and subprocessors.
Google Ireland Limited - Google Calendar	Calendar synchronisation of bookings through a service account; cloud service provider.	Name, telephone number, email address, number of participants, booking type and time, location, status, booking identifier, tasting option and voluntary comment.	Ireland; processing outside the EEA is also possible due to Google's global infrastructure and subprocessors.
Google Ireland Limited - Google Drive	External storage of encrypted database backups and monthly full server snapshots through a service account; cloud service provider.	Because of the nature of the backup, a copy of personal data held in the website database and server files, including order, booking, newsletter and log data.	Ireland; processing outside the EEA is also possible due to Google's global infrastructure and subprocessors.
Google Ireland Limited - Google Fonts; jsDelivr CDN	Delivery of external fonts and icon files used to display the website; technical recipient.	IP address, browser and device data, date and time of request, referring page and details of the requested resource.	Google: Ireland and possible onward transfers; jsDelivr: distributed international CDN infrastructure.

Processors may act only on the Data Controller's documented instructions. Certain service providers, in particular the payment and delivery service providers, may also act as independent controllers for certain operations; their own privacy notices govern the processing they perform.

5 Transfers Outside the European Economic Area

Where a service provider processes data in a country outside the European Economic Area, the transfer may take place only subject to appropriate safeguards under Chapter V of the GDPR. Such safeguards may include an adequacy decision of the European Commission, including the EU-US Data Privacy Framework for eligible US organisations, standard contractual clauses and, where necessary, supplementary safeguards. The data subject may request information and a copy of the specific safeguard used by emailing boraszat@bekassy.hu.

6 Source of Data and Mandatory Nature of Provision

As a rule, data are provided by the data subject. Payment status may be transmitted by the payment service provider, and delivery status by the courier service. Without the data marked as mandatory for an order, the contract cannot be concluded or performed. Subscription to the newsletter is optional.

If the Customer provides another person's data as a recipient or contact, the Customer must ensure that the transfer is lawful and that the data subject receives this Notice.

7 Data Security

The Data Controller applies technical and organisational measures proportionate to the risks, including access controls, strong authentication, authorisation management, logging, backups, updates, encrypted data transmission and incident management. Access is restricted to persons who require it to perform their duties. In the event of a personal data breach, the Data Controller acts in accordance with Articles 33-34 of the GDPR.

8 Rights of Data Subjects

Data subjects may exercise their rights by emailing boraszat@bekassy.hu or by post. The Data Controller provides information on a request without undue delay and, as a rule, within one month of receipt. This period may be extended by a further two months where necessary due to the complexity and number of requests; the Data Controller shall notify the data subject of the extension and reasons within the first month. Where necessary, the Data Controller may request confirmation of the data subject's identity.

Right	Summary
Access	The data subject may request information about the processing and a copy of the personal data processed.
Rectification	The data subject may request correction of inaccurate data and completion of incomplete data.
Erasure	The data subject may request erasure where the GDPR conditions are met; erasure may be restricted due to a legal obligation or legal claim.
Restriction	Restriction of processing may be requested in the cases specified in the GDPR.

Right	Summary
Data portability	For automated processing based on consent or a contract, the data subject may request that the data provided be supplied or transmitted in a structured, machine-readable format.
Objection	The data subject may object to processing based on legitimate interests on grounds relating to their particular situation and may object to direct marketing at any time.
Withdrawal of consent	Consent may be withdrawn at any time; this does not affect the lawfulness of processing carried out before withdrawal.
Automated decision-making	The Data Controller does not make decisions based solely on automated processing that produce legal effects concerning the data subject or similarly significantly affect them.

As a rule, exercising rights is free of charge. Where a request is manifestly unfounded or excessive, in particular because of its repetitive character, a reasonable fee may be charged or the request may be refused. If the Data Controller does not take action, it shall inform the data subject of the reasons and available remedies no later than one month after receipt.

9 Remedies

A data subject may lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information: 1055 Budapest, 9-11 Falk Miksa Street; postal address: 1363 Budapest, P.O. Box 9; telephone: +36 1 391 1400; email: ugyfelszolgalat@naih.hu; website: <https://naih.hu>. The data subject may also bring court proceedings and may choose to commence proceedings before the court having jurisdiction for their place of residence or stay. It is recommended, but not mandatory, to contact the Data Controller before submitting a complaint.

10 Amendments to this Notice

The Data Controller may update this Notice due to changes in legislation or processing activities. Data subjects shall be informed of material changes in a manner appropriate to the nature of the processing. The current version is available at <https://bekassy.hu/adatvedelem>. If the purpose of consent changes materially, the Data Controller shall request fresh consent.

Badacsony, 15 September 2026