

Privacy policy and cookie notice

Information document on data processing related to the use, technical operation and contact form of the Marketing Puzzle website.

Effective from: 1 May 2026

1. Data controller details

Data	Information
Name of data controller	Vitkai László E.V.
Brand/website name	Marketing Puzzle
Registered seat	51/A Szamos Street, Nyíregyháza 4432, Hungary
Postal address, complaint handling	33 Dózsa György Road, Nyíregyháza 4400, Hungary
Email	info@marketingpuzzle.hu
Phone	+36 30 971 6090
Website	https://www.marketingpuzzle.hu/
Statistical number	58015924
Tax number	59965035-2-35
Representative	László Vitkai

This notice describes the data processing activities related to the use of <https://www.marketingpuzzle.hu/>, the contact form available on the website, telephone and email enquiries, the general technical operation of the website, and the use of cookies and similar technologies.

2. Purpose of the website and general rules of data processing

The Marketing Puzzle website is a service-focused corporate website available in Hungarian and English. Its purpose is to present Marketing Puzzle's communication services, team, projects, references and blog content, and to provide opportunities for contact and quote requests.

Depending on the nature of the relevant processing activity, the legal basis of the data processing described in this notice may be the data subject's consent, the preparation or performance of a contract, compliance with a legal obligation applicable to the data controller, or the legitimate interest of the data controller. The legal bases are determined in accordance with Article 6(1) of Regulation (EU) 2016/679 of the European Parliament and of the Council, namely the GDPR.

Marketing Puzzle processes personal data only for the period necessary to achieve the purpose of the processing. In the case of consent-based processing, data may be processed until the consent is withdrawn or until the processing purpose ceases to exist. Where processing is necessary for the preparation or performance of a contract, compliance with a legal obligation, or the establishment, exercise or defense of legal claims, the data may also be processed for longer periods, considering the applicable statutory retention periods and limitation periods. The data subject may withdraw their consent at any time; however, withdrawal does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.

3. Individual data processing activities

3.1. Contact and quote requests through the form

A contact / quote request form operates on the website. Marketing Puzzle processes the data provided through the form to respond to enquiries, contact interested persons, and initiate further consultation, coordination or quote preparation in connection with the requested services.

The categories of data processed are:

- surname;
- first name;
- email address;
- phone number, if provided by the data subject;
- company name, if provided by the data subject;
- website address, if provided by the data subject;
- selected service or services;
- content of message;
- the fact of accepting the privacy notice / making a data processing consent declaration;
- technical data related to the submission, where such data is logged by the form processing service.

The purpose of the processing is to receive and respond to contact and quote requests, conduct preliminary coordination and consultation, prepare quotes, and perform related administration.

Providing the data is voluntary; however, the form cannot be submitted without completing the mandatory fields.

The legal basis of the processing is primarily the consent of the data subject under Article 6(1)(a) GDPR. If the enquiry leads to quote preparation, contract preparation or contract performance, the processing may also continue under Article 6(1)(b) GDPR.

3.2. Contact by phone and email

It is also possible to contact Marketing Puzzle staff through the phone number and email address displayed on the website.

The categories of data processed are:

- name, if provided by the data subject;
- email address and/or phone number;
- company or organization name, if provided by the data subject;
- information communicated in the message or during the phone call;
- time of contact;
- administrative data necessary for providing a response.

The purpose of the processing is contact management, responding to quote requests or enquiries, coordination and administration.

The legal basis of the processing is primarily the data subject's consent given through voluntary contact under Article 6(1)(a) GDPR. If the enquiry relates to quote preparation, contract preparation or contract performance, processing may also take place under Article 6(1)(b) GDPR.

3.3. Technical data processing related to website operation

When the website is viewed, technical data may be processed to ensure that the site loads securely, stably and properly.

The categories of data processed are:

- IP address;
- browser and device type;
- technical information relating to the operating system;
- time of visit;
- requested pages;
- technical data generated in server logs.

The purpose of the processing is to ensure the secure operation of the website, perform troubleshooting, prevent abuse, and maintain performance and availability.

The legal basis of the processing is Marketing Puzzle's legitimate interest under Article 6(1)(f) GDPR, which is connected to the secure, stable and proper operation of the website.

3.4. Embedded and YouTube videos

Certain content on the website may appear as YouTube videos. These videos are loaded only if the visitor gives consent for this in the cookie settings. When videos are loaded, YouTube / Google may process technical data related to the operation of the service.

Depending on the operation of the YouTube / Google service, **the categories of data processed may include in particular:**

- technical data related to loading and playing the video;
- device and browser information;
- IP address;
- video usage data;
- other data processed by YouTube / Google according to the operation of the service.

The purpose of the processing is to display video content on the website, present the agency and improve the user experience.

The legal basis of the processing is the data subject's consent under Article 6(1)(a) GDPR. Embedded YouTube videos are loaded only if the visitor gives consent for this in the cookie settings. When watching videos, YouTube / Google's own privacy rules also apply.

4. Cookies and similar technologies

4.1. What is a cookie?

A cookie is a small data package that a website or an external service provider may place in the visitor's browser or on their device. Cookies and similar technologies may help with website operation, remembering settings, measuring traffic, displaying embedded content and improving the user experience.

4.2. Types of cookies and technologies used on the website

Technologies necessary for basic operation: Technologies used for basic operation are necessary for the functioning, security and proper use of the website. These always remain active.

YouTube / embedded videos: When YouTube videos on the website are displayed, YouTube / Google may use cookies or similar technologies.

Analytics cookies: The website uses Google Analytics 4 measurement to statistically analyse website traffic and website usage. Analytics measurement follows the visitor's consent decision provided in the cookie settings. Google Analytics is used with Google Consent Mode v2 settings.

4.3. Specific cookies and storage elements used on the website

Name / technology	Type and provider	Purpose and note
cookie-consent	localStorage; Marketing Puzzle / website	Stores the visitor's cookie choice, the time of the choice, and the status of analytics and YouTube consent. The setting remains valid for up to 365 days, after which the website may request a new consent decision.
_ga	Cookie; Google Analytics	Helps distinguish visitors for statistical purposes. It operates fully only if analytics consent is given.
_ga_XXXXXX	Cookie; Google Analytics	Helps process session and page usage data related to Google Analytics 4 measurement. It operates fully only if analytics consent is given.
YouTube/youtube.com	Cookie or similar technology used by an external service provider; Google / YouTube	Loading and playing embedded videos. YouTube may process further data according to its own operation.
YouTube/youtube-nocookie.com	Technology used by an external service provider; Google / YouTube	May be used in connection with displaying embedded YouTube videos. Enhanced privacy mode may reduce data processing by YouTube / Google, but when the video is watched, YouTube / Google's own privacy rules may still apply.

The retention period of cookies and local storage elements may depend on the type and purpose of the storage element, browser settings, the visitor's decision, and the settings of the external service provider used. The visitor may delete or restrict cookies and local storage elements at any time in their browser settings.

4.4. Changing the cookie settings

The visitor may delete or block cookies and data stored in local storage through their browser settings. The method for deleting cookies differs from browser to browser. In browser settings, it can usually be found under privacy, security, history or site data settings.

A separate cookie settings panel is available on the website, through which the visitor can enable or reject optional analytics and embedded content technologies. The cookie settings panel can also be reopened at any time from the website footer, so previously given consent can be modified or withdrawn.

5. Transfers of data to third countries

Some external service providers used by the website - for example Vercel Inc., Google / YouTube services or other technical service providers - may carry out data processing or data transfers outside the European Economic Area. In such cases, the transfer may take place on the basis of safeguards that comply with the GDPR, such as an adequacy decision, standard contractual clauses or another appropriate legal mechanism.

6. Data processors and external service providers

Service provider	Role	Note
Vercel Inc.	Hosting and serving the website, providing technical infrastructure, and processing technical data related to operation and security.	When the service is used, server logs and technical data such as IP address, browser and device information may be processed.
Vercel Blob	Storing and serving images, media files and documents displayed on the website.	Helps load public content displayed to visitors quickly and reliably.
FormBackend	Technically receiving, processing and forwarding submissions made through the contact / quote request form.	Data provided in the form is forwarded to process and respond to the enquiry.
Google Ireland Limited/YouTube	Operating Google Analytics 4, Google Consent Mode v2, and YouTube / embedded videos.	Analytics measurement and the loading of YouTube videos follow the consent given by the visitor in the cookie settings.

7. Rights of data subjects

Under the GDPR, the data subject may exercise the following rights:

- right of access;
- right to rectification;
- right to erasure;
- right to restriction of processing;
- right to data portability;
- right to object;
- right to withdraw consent.

Right of access

The data subject has the right to request information on whether Marketing Puzzle processes personal data concerning them and, if so, what data is processed, for what purpose, on what legal basis and for how long.

Right to rectification

The data subject may request the correction of inaccurate personal data processed about them and the completion of incomplete data.

Right to erasure

The data subject may request the erasure of their personal data if the purpose of processing has ceased, if they have withdrawn their consent to the processing, or if the processing is no longer lawful or necessary for another reason.

Right to restriction of processing

The data subject may request that Marketing Puzzle restrict the processing of their personal data, for example if they contest the accuracy of the data or oppose erasure but request that the data be retained.

Right to data portability

Where processing is based on consent or contract and is carried out by automated means, the data subject may request to receive the personal data concerning them that they have provided in a structured, commonly used and machine-readable format, or request that it be transmitted to another controller where technically feasible.

Right to object

The data subject has the right to object to the processing of their personal data where the processing is based on legitimate interest. In this case, Marketing Puzzle may no longer process the data unless the processing is justified by compelling legitimate grounds that override the interests, rights and freedoms of the data subject.

Right to withdraw consent

Where processing is based on consent, the data subject has the right to withdraw their consent at any time. Withdrawal does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.

The exercise of data subject rights may be initiated using the following contact details: by post at 33 Dózsa György Road, Nyíregyháza 4400, Hungary, by email at info@marketingpuzzle.hu, or by phone at +36 30 971 6090.

8. Remedies and complaint options

If the data subject believes that the processing of their personal data is unlawful, they may submit a complaint to the Hungarian National Authority for Data Protection and Freedom of Information using one of the following contact details:

Hungarian National Authority for Data Protection and Freedom of Information (NAIH)

Postal address: 1363 Budapest, Pf. 9.

Registered office: 9–11 Falk Miksa Street, 1055 Budapest, Hungary

Email: ugyfelszolgalat@naih.hu

Phone: +36 30 683 5969; +36 30 549 6838; +36 1 391 1400

Website: <https://www.naih.hu/>

The data subject may also turn to a court if they consider that the data controller or data processor processes their personal data in breach of the applicable legal provisions.

9. Changes to this notice

Marketing Puzzle reserves the right to amend this Privacy Policy and Cookie Notice, in particular if the website functions, the service providers used, the cookies or measurement tools used on the website, the purposes of processing or the legal requirements change. The current version of the notice is available on the website.