

**V4NA LTD.**  
[www.v4na.com](http://www.v4na.com)  
**Information about cookies**  
- effective as of 02.05.2023 -

**Identity of the Data Controller:**

<b>Name:</b>	<b>V4NA LTD.</b>
<b>E-mail:</b>	<b>info@v4na.com</b>
<b>Registered office:</b>	<b>160 City Road, London, EC1V 2NX UK</b>
<b>VAT ID number:</b>	<b>65530 22110</b>
<b>Company registration number:</b>	<b>J5/1738/2016</b>

The Data Controller uses the following types of cookies on v4na.com (hereinafter referred to as website):

**1. Necessary cookies**

The necessary cookies are for the proper functioning of the website, they are automatically loaded when the website is opened. Without their use the website cannot function.

Cookies essential for providing the services of the website				
Name	Service Provider	Purpose	Expiry	Type
__cf_bm	V4NA	The __cf_bm cookie is one that is required to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps us manage incoming traffic that complies with the criteria associated with bots.	30 minutes	HTTP
__cfduid	V4NA	The __cfduid cookie is used to identify each client and, based on this, to configure per-client security settings used by a popular security software, CloudFlare, behind a shared IP address. It does not store any information which could be used to identify a person.	1 month	HTTP
„euconsent-v2” cookie	V4NA	Quantcast: The cookie consent information is stored encrypted.  Quantcast is a service used by the Data Controller to manage information about the way in which a user has consented to the management of cookies: whether they have given their full consent, consented to the management of	30 days	HTTP

		certain cookies, or not consented to the management of any cookies. Certain necessary cookies will be processed even if the user does not consent to the processing of any cookies, as the user's choice in this case will also be stored in a cookie.		
ApproveCookies	V4NA	An indicator to read the cookie notice. Old version, not in use but deposited on the user's device during previous visits.	1 year	HTTP
ci_session	V4NA	Codeigniter	1 minute	HTTP
PHPSESSID	V4NA	A randomly generated unique string used to identify and track a user on a website.	session	HTTP

## 2. Cookies for statistical purposes

It is important for us to know what is happening on our site and to our services and how our users use them. To this end, we collect statistical data (including personal data) when you use the website. By agreeing to this point, you consent to us processing your data for this purpose.

Cookies for statistical purposes				
Name	Service Provider	Purpose	Expiry	Type
__gads	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	390 days	HTTP
__utma	V4NA	Used to distinguish between user sessions. The cookie is created when the javascript library is executed if no __utma cookie exists. The cookie is updated each time data is sent to Google Analytics.	2 years	HTTP

__utmb	V4NA	It is used to identify new sessions/visits. The cookie is created when the javascript library is executed if no __utmb cookie exists. The cookie is updated each time data is sent to Google Analytics.	30 minutes	HTTP
__utmc	V4NA	It checks when the website visit started and when the user navigated away from the website	session	HTTP
__utmt	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 day	HTTP
__utmz	V4NA	A cookie used by Google to track where the visitor came from, which search engine they used, what keywords they used and from what geographical location they visited the website.	6 months	HTTP
_ga	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	2 years	HTTP
_ga_YRPCCXRLJX	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP

_gat_allMagazinesTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_allMegyeiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_allMindmegetteTracker	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_allPortfolioTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_allSportsPortfolioTracker	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_deliMegyeiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_eszakiMegyeiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_eszakkeletMegyeiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP

_gat_gazdasagiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_gtag_UA_103587616_12	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_111470392_5	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_148338293_1	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_173080692_1	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_180338611_1	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_180338611_2	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP

_gat_gtag_UA_180338611_3	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_180338611_4	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_60365380_2	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_gtag_UA_9188947_1	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_keletiMegyeiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_magazinPortfolioTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_nyugatiMegyeiTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP
_gat_sportPortfolioTracker	V4NA	Cookie provided by Google Analytics to control the rate of website queries.	1 minute	HTTP

_gat_trackone	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_trackthree	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gat_tracktwo	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 minute	HTTP
_gcl_au	V4NA	Cookie provided by Google Analytics to store and track conversions.	6 months	HTTP
_gid	V4NA	This cookie creates a unique visitor identifier that helps generate statistics on the use of the website	1 day	HTTP
_hjAbsoluteSessionInProgress	V4NA	This cookie is a unique identifier generated by Hotjar for a user and is used to identify individual visitors to the site.	30 minutes	HTTP
_hjFirstSeen	V4NA	This cookie, created by Hotjar, is used to help determine whether a user is visiting the site for the first time. It is used to filter new user sessions.	30 minutes	HTTP

_hjid	V4NA	This cookie, created by Hotjar, generates and stores a unique visitor identifier. It is used to identify the user when they visit the site later.	1 year	HTTP
_hjIncludedInPageviewSample	V4NA	This cookie is set to notify Hotjar whether a visitor has been included in the data pattern defined by the site's page view limit.	30 minutes	HTTP
_hjtLDTest	V4NA	This cookie is needed for the proper functioning of the Hotjar code.	session	HTTP
gadwp_wg_default_dimension	V4NA	Google Analytics Dashboard for WP plugin for counting and tracking website views	1 year	HTTP
gadwp_wg_default_metric	V4NA	Google Analytics Dashboard for WP plugin for counting and tracking website views	1 year	HTTP
gadwp_wg_default_swmetric	V4NA	Google Analytics Dashboard for WP plugin for counting and tracking website views	1 year	HTTP



### 3. Cookies used to improve user experience

We process this User data to improve user experience and to develop our services. By agreeing to this point, you consent to us processing your data for this purpose.

Cookies used to improve user experience				
Name	Service Provider	Purpose	Expiry	Type
exit_popup_layer	V4NA	Provides a pop-up window only once before closing the browser tab.	session	HTTP
fbLayer	V4NA	This cookie controls the display of Facebook recommendations on the page, so that a user can only see a Facebook recommendation for a specified period of time (for some articles, only twice in a row during 1 week).	1 year	HTTP
G_ENABLED_IDPS	V4NA	Used for Google single sign-on	never	HTTP
pageVariant	V4NA	A cookie used periodically to take measurements to test user experience.	1 day	HTTP

### 4. Cookies for marketing purposes and to personalise advertisement

Our website also collects and processes personal data about our users in order to personalise the advertisements that we provide to the Users. Our company contracts with external companies that publish advertisements on the website. More information on how online advertising works is provided below. By agreeing to this point, you consent to us processing your data for this purpose.

Cookies for marketing purposes and to personalise advertisement				
Name	Service Provider	Purpose	Expiry	Type
__gfp_64b	V4NA	Collects information about the patterns of website users' visits, such as which pages they have viewed. The data collected is used to categorise the user's interests and demographic profile for targeted marketing purposes.	1000 days	HTTP
_fbc	V4NA	This cookie, created by Facebook, is used by Facebook or one of the advertising platforms it operates to display relevant advertisements to the user after a visit to a website.	3 months	HTTP

_fbp	V4NA	This cookie, created by Facebook, is used by Facebook or one of the advertising platforms it operates to display relevant advertisements to the user after a visit to a website.	3 months	HTTP
_goa3	V4NA	The cookies used by Adverticum are necessary for the display of advertisements and anonymously contribute to informing advertisers about the number of visitors viewing the advertisements.	2 years	HTTP
_goa3session	V4NA	The cookies used by Adverticum are necessary for the display of advertisements and anonymously contribute to informing advertisers about the number of visitors viewing the advertisements.	2 days	HTTP
_goa3TC	V4NA	The cookies used by Adverticum are necessary for the display of advertisements and anonymously contribute to informing advertisers about the number of visitors viewing the advertisements.	2 years	HTTP
_goa3TS	V4NA	The cookies used by Adverticum are necessary for the display of advertisements and anonymously contribute to informing advertisers about the number of visitors viewing the advertisements.	2 years	HTTP
CUID	V4NA	Allows relevant advertising and content to be displayed to the user.	1 month	HTTP
FCCDCF	V4NA	Allows relevant advertising and content to be displayed to the user.	12 hours	HTTP

## 5. Third-party cookies

Some pages on the website stream content and services from third party providers, such as YouTube or Facebook. Access to such content or services (e.g. sharing an article on a Facebook page) requires you to accept the terms of use of the third party. By accepting the third party's terms of use, you also accept the third party's cookie policy.

However, the Website Operator has no control over the cookies that third parties may use with regard to specific content or services. Third parties may decide at any time to change their terms of use or the conditions or purposes for managing cookies.

The following third party content and services are displayed on the website. By clicking on the name of a third party, you will be able to access the cookie policy of that service provider.

- [Google](#)
- [Facebook](#)
- [Gemius](#)
- [Gemius AdOcean](#)
- [Adverticum](#)
- [Google AdServices](#)
- [PubMatic](#)
- [Criteo](#)
- [Innovid](#)
- [Quantcast](#)
- [Vimeo](#)
- [Oracle](#)
- [Adform](#)
- [BidSwitch](#)
- [Casale Media](#)
- [MediaMath](#)
- [OpenX](#)
- [Twitter](#)
- [Roku](#)
- [Yahoo](#)

### Third-party tracking pixels

The website and v4na.com e-mail messages may contain third-party pixels or pixel tags. A “third-party pixel” is a graphical image, typically transparent, usually no larger than 1x1 pixel, that is placed on the website or in an email to monitor the online activity of the person visiting the website or sending the email. “Pixels” are technologies used by third parties to monitor the activity of a visitor to our website (e.g. Facebook pixel). This allows us to collect information on through which computer, which websites were visited, when and from where (country, city).

### Accepting or rejecting cookies

User can accept or reject the use of cookies by changing the settings of the browser. For more information on this, the User can consult the instructions for using the browser or visit [www.aboutcookies.org](http://www.aboutcookies.org) for information on how to change the settings of the browser.

Please note that certain services of the Website will not be available if you do not accept the use of cookies.

If you do not wish to have data collected about you when you use our website as described above, please note that in your browser settings you can partially or completely reject the use of cookies or change the cookie settings. You can find instructions on how to manage cookies for specific browsers via the links below:

- Mozilla Firefox: [Accepting and rejecting cookies used by websites to save settings](#)
- Google Chrome: [Turning cookies on and off](#)
- Microsoft Internet Explorer: [Deleting and managing cookies](#)
- Microsoft Edge: [Microsoft Edge, browser data and privacy](#)
- Apple Safari: [Managing cookies and website data in Safari on Mac computers](#)

For more information on data protection and data management (for example on data subjects' rights), please visit <https://v4na.com/gdpr/> .