

COOKIE POLICY

FREEASY Kft.

1. INTRODUCTION

The present cookie policy (hereinafter: “**Cookie Policy**”) describes how **FREEASY Korlátolt Felelősségű Társaság** (concise name: FREEASY Kft.; registered seat: 9023 Győr, Körkemence utca 8., Hungary; registered at the Metropolitan Court of Győr as Court of Registry under the registration number: 08-09-031604; e-mail address: hello@briefly.work; hereinafter: “**Company**” or “**Briefly**”) uses cookies on its website (<http://www.briefly.work>; hereinafter: “**Website**”) and its subdomains for their proper operation. If you have any questions do not hesitate to contact us at hello@briefly.work.

2. WHAT IS A COOKIE?

Cookie is a small textual file, which is sent to the user’s device (computer, tablet, telephone) when the user visits for the first time the Website. If the user visits the Website again it will “remember” for the user’s settings (e.g. language, text size, display) in order to provide the user with the proper user experience. The cookie is sent to the user’s device via the browser. By using cookies, the Company receives automatically collected information on the user.

3. WHAT TYPES OF COOKIES DOES THE WEBSITE USE?

a) **Strictly necessary and essential cookies**

These cookies are essential for the Website’s operation; therefore, the operation and availability of the Website and the Services cannot be provided without them. In line with Article 5(3) of the directive on privacy and electronic communications (directive 2002/58/EC on concerning the processing of personal data and the protection of privacy in the electronic communications sector), consent is not required for the technical storage or access of the following cookies:

- cookies used for the sole purpose of carrying out or ease the transmission of a communication via electronic communication network, furthermore
- cookies that are strictly necessary in order for the provider of an information society service explicitly required by the user.

b) **Analytics Cookies**

These cookies help us providing a better user experience by analyzing how users interact with Briefly.

c) **Functional Cookies**

These cookies allow the Website to remember the choices made by You (e.g. user name or the chosen language of the Website) and thereby provide increased, personalized functions.

d) **Targeting or advertising cookies**

These cookies primary purpose is to display advertisements and the compilation of the user profiles in order to determine the display of the advertisements elsewhere, additionally help in the measurement of the effectiveness of a marketing campaign.

4. LIST OF COOKIES IN USE

4.1 Strictly necessary and essential cookies

Service provider name	Cookie name	Stored and processed data	Expiry	Description
Briefly	cookieconsent_status	The approval or refusal of the cookies	365 days	Stores the users' statement on the approval or refusal of the cookies
.typeform.com	attribution_user_id			
.pixel.barion.com	ba_sid			
.briefly.work	ba_sid.3935520122			
briefly.work	XSRF-TOKEN			
.pixel.barion.com	ba_vid			
.facebook.com	fr			
briefly.work	briefly_session			
.briefly.work	_fbp			
.briefly.work	_gid			
.briefly.work	ba_vid.3935520122			
briefly.work	cookieconsent_status			
.briefly.work	_gat_gtag_UA_156464981_1			
.typeform.com	ajs_anonymous_id			
.briefly.work	_ga			

4.2 Analytics cookies

Service provider name	Cookie name	Stored and processed data	Expiry	Description
doubleclick.net		The data of the advertisement already seen by the user.	295 days	Used by the Doubleclick advertisement network to optimize, retarget and attribute the advertisements purchased by Briefly.

4.3 Functional cookies

Service provider name	Cookie name	Stored and processed data	Expiry	Description

4.4 Targeting or advertising cookies

Service Provider name	Cookie name	Stored and processed data	Expiry	Description
Google	fr	The advertisements seen by the user before visiting the Website.	295 days	This cookie provides information on how the end user uses the Website.
Facebook	fr	The type of the browser used by the user.	2 years	The identification of the browser used to connect to Facebook independently from the signed in user. This cookie has a key role in Facebook's security and website integrity function.
Facebook	fr	The statuses of the user's login procedure into Facebook.	End of session	These cookies are helping to improve the performance of the Website.
Facebook	fr	Encrypted Facebook identifier and browser identifier.	456 days	Assisting the performance of Facebook's targeted advertisements.
Facebook	fr	These cookies are storing data related to Facebook's advertisements.	oo: 1832 days sb: 365 days wd: 7 days	Assisting the effectiveness of the advertisements of Facebook. For further information please visit www.facebook.com website.

5. WHAT HAPPENS WITH THE INFORMATION THE COOKIES COLLECT?

With the information collected by the strictly necessary and essential cookies:

- we make the registration procedure on the Website more smoothly;

- we assure the save of the changes made on the Website;

With the information collected by the analytics cookies:

- we improve the quality of the services of Briefly;
- we monitor the aggregate usage indicators, e.g. the number of visitors and pages viewed;

With the information collected by functional cookies:

- we remember the changes made on the Website;

With the information collected by targeting or advertising cookies:

- we display personalized advertisements;

6. OPTING IN

By entering our Website you automatically accept the use of the strictly necessary and essential cookies, which does not require the consent of the user in accordance with section 3 a) of the present Cookie Policy. The analytics, functional and targeting or advertising cookies can be accepted through the designation box in the pop-up window when opening the Website.

7. OPTING OUT

You can set your browser to not accept cookies but this may limit your ability to use the Website. Please visit the following links to find out how you can change your cookie and advertisement settings:

- <http://www.aboutcookies.org/>
- <https://tools.google.com/dlpage/gaoptout>
- <http://optout.aboutads.info/>
- <http://www.youronlinechoices.com/uk/your-ad-choices>

We may update this Cookie Policy from time to time. When we make changes, we'll update the "Effective Date" in the Cookie Policy and we publish the consolidated version on the www.briefly.work website. Please, check the updates of the Cookie Policy periodically.

Effective Date: May 20, 2020