

# 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](mailto: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](mailto: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.
hotjar.com	_hjClosedSurveyInvites	Boolean true/false	365 days	Hotjar cookie that is set once a visitor interacts with an External Link Survey invitation modal. It is used to ensure that the same invite does

				not reappear if it has already been shown.
hotjar.com	_hjDonePolls	Boolean true/false	365 days	Hotjar cookie that is set once a visitor completes a survey using the On-site Survey widget. It is used to ensure that the same survey does not reappear if it has already been filled in.
hotjar.com	_hjMinimizedPolls	Boolean true/false	365 days	Hotjar cookie that is set once a visitor minimizes an On-site Survey widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.
hotjar.com	_hjShownFeedbackMessage	Boolean true/false	365 days	Hotjar cookie that is set when a visitor minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if the visitor navigates to another page where it is set to show.
hotjar.com	_hjid	UUID	365 days	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site

				on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
hotjar.com	_hjRecordingLastActivity	Numerical Value (Timestamp)	Session	This should be found in Session storage (as opposed to cookies). This gets updated when a visitor recording starts and when data is sent through the WebSocket (the visitor performs an action that Hotjar records).
hotjar.com	_hjTLDDTest	Boolean true/false	Session	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.
hotjar.com	_hjUserAttributesHash	Hash	Session	User Attributes sent through the Hotjar Identify API are cached for the duration of the

				session in order to know when an attribute has changed and needs to be updated.
hotjar.com	_hjCachedUser Attributes	JSON	Session	This cookie stores User Attributes which are sent through the Hotjar Identify API, whenever the user is not in the sample. These attributes will only be saved if the user interacts with a Hotjar Feedback tool.
hotjar.com	_hjLocalStorageTest	Boolean true/false	Under 100ms	This cookie is used to check if the Hotjar Tracking Script can use local storage. If it can, a value of 1 is set in this cookie. The data stored in _hjLocalStorageTest has no expiration time, but it is deleted almost immediately after it is created.
hotjar.com	_hjIncludedInPageviewSample	Boolean true/false	30 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.
hotjar.com	_hjIncludedInSessionSample	Boolean true/false	30 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling

				defined by your site's daily session limit.
hotjar.com	_hjAbsoluteSessionInProgress	Boolean true/false	30 Minute s	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.
hotjar.com	_hjFirstSeen	Boolean true/false	Session	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.
hotjar.com	hjViewportId	UUID	Session	This stores information about the user viewport such as size and dimensions.
hotjar.com	_hjRecordingEnabled	Boolean true/false	Session	This is added when a Recording starts and is read when the recording module is initialized to see if the user is already in a recording in a particular session.

### 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 <a href="http://www.facebook.com">www.facebook.com</a> 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](http://www.briefly.work) website. Please, check the updates of the Cookie Policy periodically.

Effective Date: May 20, 2020