

# Cookie Policy – Aparoza Pharma

*Last updated: 27.05.2026*

This Cookie Policy explains how Aparoza Pharma (“Aparoza”, “we”, “our”, or “us”) uses cookies and similar technologies on our website.

This Policy should be read together with our Privacy Policy.

## 1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help websites function properly, improve user experience, analyze traffic, and support marketing activities.

Cookies may be:

- Session cookies – deleted automatically when you close your browser;
- Persistent cookies – remain on your device for a defined period;
- First-party cookies – set directly by our website;
- Third-party cookies – set by external service providers.

We may also use similar technologies such as pixels, tags, scripts, local storage, and web beacons.

## 2. Legal Basis

We use cookies in accordance with:

- Regulation (EU) 2016/679 (GDPR);
- Directive 2002/58/EC (ePrivacy Directive);
- applicable Hungarian and EU data protection laws.

Strictly necessary cookies are processed based on our legitimate interest in operating the website securely and properly.

Analytics, marketing, and preference cookies are used only based on your prior consent.

## 3. Types of Cookies We Use

### A. Strictly Necessary Cookies

These cookies are essential for the operation and security of the website and cannot be disabled.

They may include:

- security cookies,
- session management,
- load balancing,
- consent preference storage,
- anti-spam protection.

Legal basis: Legitimate interest.

### B. Analytics Cookies

These cookies help us understand how visitors use our website, including:

- page visits,
- traffic sources,
- user interactions,
- device/browser information,
- website performance.

We may use services such as: Google Analytics 4 (GA4).

Analytics cookies are activated only after consent.

Legal basis: Consent.

### C. Marketing Cookies

Marketing cookies help us:

- measure advertising performance,
- improve campaigns,
- show relevant advertisements,
- build remarketing audiences.

These may include technologies provided by:

- Meta (Facebook/Instagram),
- Google Ads,
- LinkedIn,
- other advertising partners.

Marketing cookies are activated only after consent.

Legal basis: Consent.

#### D. Functional Cookies

These cookies remember your preferences and improve usability.

Examples:

- language settings,
- cookie preferences,
- embedded content settings.

Legal basis: Consent.

#### **4. Third-Party Services**

Our website may integrate third-party services that place cookies or process data independently, including:

- Google Analytics,
- Google Fonts,
- Google reCAPTCHA,
- Meta/Facebook services,
- embedded media providers,
- CDN and security providers.

These providers may process data outside the European Economic Area (EEA).

Where required, appropriate safeguards such as Standard Contractual Clauses (SCCs) are used.

#### **5. Cookie Retention Period**

Cookie duration varies depending on the specific cookie.

Typical retention periods:

- session cookies: until browser close;
- analytics cookies: up to 24 months;
- marketing cookies: typically 30–180 days.

You can delete cookies manually through your browser settings at any time.

#### **6. Consent Management**

When you first visit our website, a cookie banner allows you to:

- accept all cookies,
- reject non-essential cookies,

- customize your preferences.

Non-essential cookies are not activated before your consent.

You may withdraw or modify your consent at any time through the “Cookie Settings” option available on the website.

## **7. Browser Controls**

You can also manage cookies through your browser settings.

Useful links:

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

Blocking certain cookies may affect website functionality.

## **8. International Data Transfers**

Some third-party providers may process data outside the EEA, including in the United States.

Where applicable, transfers are protected using:

- Standard Contractual Clauses (SCCs),
- adequacy decisions,
- additional technical and organizational safeguards.

## **9. Changes to This Cookie Policy**

We may update this Cookie Policy from time to time.

The latest version will always be available on this page with the updated revision date.

## **10. Contact**

If you have any questions regarding this Cookie Policy or our data practices, please contact:

Address: Aparoza Pharma Kft - Istenhegyi út 59-61., 1125 Budapest, Hungary

Email: [info@aparoza.com](mailto:info@aparoza.com)