

privatelabeldrink.hu

PRIVACY POLICY

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1. General provisions and contact details

Bubee Hungary Kft. (1053 Budapest, Ferenciek tere 2. Fsz., website: www.privatelabeldrink.hu, e-mail: info@bubee.eu), as the operator and maintainer of the privatelabeldrink.hu website (hereinafter: “Data Controller”), pays special attention to the protection and fair processing of your personal data. We support the legitimate interests related to personal data protection and fully respect them during the collection, handling, and processing of personal information.

When using the services of the website, you entrust certain personal data to the Data Controller.

“Personal data” means any information collected and recorded in any format that allows you to be identified as a natural person, either directly (e.g. name, surname) or indirectly (e.g. email address, phone number). Before providing such information, please read this Privacy Policy.

In order to ensure that the collection, processing, and handling of personal data complies with applicable legal provisions—particularly Act CXII of 2011 on Informational Self-Determination and Freedom of Information (hereinafter: “Info Act”)—the Data Controller processes personal data in accordance with the provisions set out in this Privacy Policy.

The six principles of Bubee Hungary Kft. for protecting your personal data

The following six principles apply at privatelabeldrink.hu:

1. **Lawfulness:** Personal data is collected and used only for the purposes described in this Policy.
2. **Relevance and accuracy:** Only data necessary for processing is collected. We take all reasonable steps to ensure that stored data is accurate and up to date.
3. **Storage limitation:** Personal data is stored only as long as necessary, in accordance with legal requirements.
4. **Access and correction:** You may access, modify, correct, or delete your data. Please refer to the relevant sections below.
5. **Confidentiality and security:** We apply appropriate technical and organizational measures to protect personal data.
6. **Sharing and international transfer:** Personal data may be shared with partners (e.g. service providers) for the purposes defined in this Policy, with appropriate safeguards in place.

2. Legal basis for data processing

The legal basis for processing personal data provided via the website is the voluntary consent of the user. By accepting this Policy, the data subject consents to the processing of their personal data until such consent is withdrawn, including sharing with partners where necessary to achieve the purpose of processing.

3. Purpose of data processing

Personal data is collected and processed solely in connection with the use of services, including identifying website visitors, maintaining contact, and direct marketing purposes. This may include sending electronic communications and contacting users for business purposes.

Data is collected directly from the data subject with their consent and stored electronically in the central database of privatelabeldrink.hu.

4. What data may be processed about me?

During website use, certain technical data may be automatically recorded, such as visit timestamps, browser type, operating system, IP address, and referring website. These are used for statistical purposes only and are not linked to personal data.

Cookies may also be used to enable certain functionalities. These are not used for commercial purposes.

Users may browse the website without providing personal data beyond automatically processed technical data.

In case of newsletter subscription or contact requests, the Data Controller processes the user's name, phone number, and email address solely for the purposes described above. These data are not made accessible to other users.

5. To whom and how do we transfer personal data?

Personal data is primarily processed internally. Data is only shared with third parties (partners) if necessary for the intended purpose or required by law.

Before complying with any official request, the Data Controller verifies the legal basis for data transfer.

6. Cookies used on the website

The website uses cookies to improve user experience. Cookies help recognize returning visitors and analyze website usage patterns.

Some technical data may also be collected automatically (e.g. referring website, access location), without identifying the user personally.

Users may configure their browser settings to accept or reject cookies. Disabling cookies may affect website functionality.

7. Security and data protection measures

Personal data is stored and processed at the Data Controller's premises. Appropriate administrative, technical, and physical measures are applied to ensure data security and prevent unauthorized access, loss, or damage.

8. Duration of data processing

Session IDs are deleted when the browser is closed. Cookies may be deleted by the user or automatically depending on browser settings.

Personal data used for newsletters is stored until consent is withdrawn.

Withdrawal of consent or marketing restrictions may be requested at:

- info@bubee.eu
- or by post to: 1053 Budapest, Ferenciek tere 2.

Data deletion from the database is performed within 5 working days upon written request.

9. Modification of personal data

Users may request the update, correction, or deletion of their data at any time. Changes can be requested in writing.

For newsletter changes, users must unsubscribe and resubscribe with a new email address.

10. Amendments to the Privacy Policy

The Data Controller reserves the right to modify this Policy, particularly in case of service changes or legal requirements.

11. Rights of data subjects and legal remedies

If you have any questions regarding data processing, please contact us using the details above.

Right to prior information

The Data Controller provides information about data processing before it begins.

Right of access

You may request information about your data, its source, purpose, legal basis, and duration.

Requests require identification and are fulfilled within 30 days.

If a request is denied, the reason will be provided along with information on legal remedies.

Supervisory Authority

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

Address: 1125 Budapest, Szilágyi Erzsébet fasor 22/C

Email: ugyfelszolgalat@naih.hu

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

Phone: +36 1 391 1400

Additional rights

You have the right to:

- rectification
- restriction of processing
- erasure
- legal remedy

You may also initiate proceedings with the supervisory authority or take legal action before a court.

Relevant legislation includes:

- GDPR (EU 2016/679)
- Hungarian Info Act (CXII of 2011)
- Act CVIII of 2001 on electronic commerce

Budapest, 22 April 2026