

LURDY APPLIKÁCIÓ ADATKEZELÉSI TÁJÉKOZTATÓ

Purpose of Data Management

The purpose of data management is to present the most interesting and up-to-date products and services available at Lurdy to the users of the application, to enhance the shopping experience by making choices easier, and to showcase new products and discount shopping opportunities.

Scope of Personal Data Managed

Data provided during registration:

- Last Name
- First Name
- Email Address
- Year of Birth (optional)
- Postal Code (optional)
- Gender (optional)
- Interests (marked based on Lurdy store categories)

Data generated during the use of the application: Data processors process the following data, which cannot be linked to the user, to operate and optimize the application: user registration ID and device ID, interests based on clicks on stores and products, the registered device's language settings, time zone, and location data.

The data controller creates a consumer profile based on registration data and data generated during use to operate the communication channel effectively and to provide targeted information that best matches the consumer's interests, thereby enhancing the shopping experience.

Legal Basis for Data Management

The legal basis for data management is your voluntary consent (pursuant to Article 6(1)(a) of the GDPR), which you provide by accepting this information and using the application during registration after downloading the application. Consent can be withdrawn at any time by simply deleting the registration. Withdrawal of consent does not affect the lawfulness of data management based on consent before its withdrawal.

Duration of Data Management

The data provided during the use of the application will be managed until the consent is withdrawn.

I acknowledge the following personal data stored in the user account of Lurdy Ház Kft. (1097 Budapest, Könyves Kálmán krt. 12-14.) in the user database of www.lurdyhaz.hu and Lurdy Application will be handed over to OTP Mobil Ltd. who is trusted as data processor. The data transferred by the data controller are the following: email address.

The nature and purpose of the data processing activity performed by the data processor in the SimplePay Privacy Policy can be found at the following link: <https://simplepay.hu/adatkezelesi-tajekoztatok/>

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