

# marto / PRIVACY NOTICE

Effective: 10 September 2026

## 1. Data Controller

This Privacy Notice describes the processing of personal data in connection with the use of the marto.hu website. Personal data is processed in accordance with Regulation (EU) 2016/679 (GDPR), Hungarian Act CXII of 2011 (Infotv.), and other applicable Hungarian and EU laws.

|                                        |                                                                  |
|----------------------------------------|------------------------------------------------------------------|
| <b>Data Controller</b>                 | Márton Szabó e.v.                                                |
| <b>Registration number</b>             | 62695897                                                         |
| <b>Tax number</b>                      | 92295562-1-43                                                    |
| <b>Registered office</b>               | 1214 Budapest, Völgy utca 33., 4th floor, door 14, Hungary       |
| <b>Website</b>                         | <a href="https://marto.hu">https://marto.hu</a>                  |
| <b>Contact / data subject requests</b> | <a href="mailto:szabo.marton@marto.hu">szabo.marton@marto.hu</a> |

No data protection officer is identified in this Notice in view of the website's current scope of processing.

## 2. Data Processed and Purposes

### 2.1. Contact and quotation request form

When a visitor uses the contact form on the website, the Controller processes the information provided by the visitor.

- name;
- company name;
- business email address;
- website address, where provided;
- description of the process or task the visitor would like to automate;
- frequency of the process;
- approximate time spent on the process;
- tools or systems involved, where provided;
- any additional details voluntarily provided by the visitor.

Purpose: receiving, understanding and responding to the enquiry, preliminary assessment of the automation requirement, business communication, preparation of a quotation, and taking steps towards a possible business relationship.

Legal basis: Article 6(1)(b) GDPR where processing is necessary to take steps at the data subject's request prior to entering into a contract; for other business enquiries, Article 6(1)(f) GDPR based on the Controller's legitimate interest in receiving and responding to business communications.

Retention: if the enquiry does not result in a contract, the Controller generally retains enquiry-related data for no longer than 1 year from the last substantive communication. If a contractual relationship is created,

data relevant to that relationship may be processed further in accordance with the applicable contractual and statutory requirements.

The form submits the supplied information to the website's own backend endpoint. Based on the website files made available for this Notice, no additional third-party CRM or AI provider has been identified as part of the live public form.

## 2.2. Server logs and technical data

When the website is delivered, the hosting and server infrastructure may process technical log data such as IP address, date and time of access, requested URL or resource, browser and device information, HTTP status data and referring page.

Purpose: website operation, information security, troubleshooting and prevention of abuse or attacks. Legal basis: Article 6(1)(f) GDPR - the Controller's legitimate interest in operating a secure and reliable website.

Retention: for the period necessary for security and troubleshooting purposes, according to the current logging settings of the server and hosting provider.

## 3. Google Analytics 4 and Consent

The website may use Google Analytics 4 (GA4) to analyse traffic and interactions statistically. In the current marto.hu implementation, the Google Analytics code is loaded only after the visitor expressly accepts analytics. If analytics is rejected, Google Analytics is not loaded.

Google states that its default Analytics implementation may process user and session statistics, approximate geolocation, and browser and device information. GA4 may use a client identifier stored in the `_ga` cookie to distinguish users and sessions.

Purpose: statistical analysis and improvement of the website's usability, content and performance. Legal basis: Article 6(1)(a) GDPR - consent. Refusing analytics does not prevent use of the website's core functionality.

The server-side retention of user-level and event-level Analytics data is determined by the retention setting configured in the GA4 property. The Controller intends to retain analytics data only for as long as necessary for statistical analysis and periodically reviews the Analytics retention settings.

## 4. Cookies, localStorage and Consent Choice

The website stores the visitor's analytics consent choice in browser localStorage under the key `marto_cookie_consent`. This storage is used solely to remember whether the visitor accepted or rejected analytics. The consent choice itself is not sent to Google Analytics.

| Technology                                         | Provider         | Purpose                                                         | Retention / expiry                                         |
|----------------------------------------------------|------------------|-----------------------------------------------------------------|------------------------------------------------------------|
| localStorage:<br><code>marto_cookie_consent</code> | marto.hu         | Stores the visitor's analytics consent choice.                  | Until the choice is changed or browser storage is cleared. |
| <code>_ga</code>                                   | Google Analytics | Distinguishes users for analytics purposes, only after consent. | Google default: 2 years.                                   |
| <code>_ga_&lt;container-id&gt;</code>              | Google Analytics | Persists session state, only after consent.                     | Google default: 2 years.                                   |

Visitors can reopen the consent interface at any time via the 'Cookie settings' control in the website footer and change their choice. Withdrawal stops future analytics collection. Analytics cookies previously created in the browser may, depending on the technical implementation and browser, remain until expiry or manual deletion, but the website does not use them for further analytics after withdrawal.

Under Section 155(4) of Hungarian Act C of 2003 on Electronic Communications, storing information on, or accessing information stored on, terminal equipment generally requires the user's consent following clear and comprehensive information.

## 5. Google Tag Manager

An earlier version of the website contained Google Tag Manager code. Under the current consent-based implementation, the empty GTM container is not required for Analytics, and Google Analytics is instead loaded directly and only after consent. If GTM is used again in the future, this Notice and the consent configuration must be reviewed against the tags deployed through it.

## 6. Google Search Console

The Controller may use Google Search Console to review the performance of marto.hu in Google Search, indexing status and technical search issues. Connecting Search Console does not by itself place an analytics cookie in the browser of marto.hu visitors and does not operate as a visitor tracking script embedded in the website.

## 7. Google Fonts

The website currently loads the Space Grotesk and Inter typefaces from Google Fonts. As a result, the visitor's browser connects directly to Google Fonts servers. Google states that the Fonts API does not use cookies to track website visitors and does not use Fonts API data for end-user profiling or advertising; however, Google's servers necessarily receive technical information associated with the request, including the IP address, in order to deliver the font files.

Purpose: consistent typography and presentation of the website. Legal basis: Article 6(1)(f) GDPR - the Controller's legitimate interest in presenting the website consistently and correctly. The Controller does not separately store data arising from Google Fonts requests in its own systems.

## 8. Recipients and Service Providers

| Provider / recipient                                       | Role                                          | Related processing                                                      |
|------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------------------------|
| Rackhost Zrt., 6722 Szeged, Tisza Lajos körút 41., Hungary | hosting and infrastructure provider           | website delivery, technical logs and related infrastructure             |
| Google Ireland Limited and relevant Google group entities  | analytics / technology provider and recipient | Google Analytics only after consent; technical delivery of Google Fonts |

Google's role and the applicable data protection terms may vary depending on the specific Google service and settings used.

## 9. Transfers Outside the European Economic Area

Some technology providers or their subprocessors may process personal data outside the European Economic Area. Any such transfer must be based on a mechanism permitted by Chapter V GDPR, including an adequacy decision, an applicable data protection framework, or the European Commission's Standard Contractual Clauses.

## 10. Your Rights

Subject to the conditions of the GDPR, you may in particular:

- request access to personal data concerning you and information about the processing;
- request rectification of inaccurate personal data;
- request erasure where the statutory conditions are met;
- request restriction of processing;
- object to processing based on legitimate interests;
- withdraw consent at any time where processing is based on consent;
- exercise data portability rights where applicable;
- lodge a complaint with a supervisory authority and seek judicial remedies.

The Controller responds to data subject requests without undue delay and generally within one month of receipt, subject to the extensions permitted by the GDPR. Requests may be submitted using the contact channel above or by post to the Controller's registered office.

## 11. Complaints and Remedies

You may lodge a complaint concerning the processing of your personal data with the Hungarian National Authority for Data Protection and Freedom of Information (NAIH):

|                       |                                                       |
|-----------------------|-------------------------------------------------------|
| <b>Address</b>        | 1055 Budapest, Falk Miksa utca 9-11., Hungary         |
| <b>Postal address</b> | 1363 Budapest, Pf. 9., Hungary                        |
| <b>Email</b>          | ugyfelszolgalat@naih.hu                               |
| <b>Phone</b>          | +36 (1) 391 1400                                      |
| <b>Website</b>        | <a href="https://www.naih.hu">https://www.naih.hu</a> |

You may also seek judicial remedies in accordance with the GDPR and applicable Hungarian law.

## 12. Whether Providing Data Is Required

Fields marked as required in the contact form are necessary to submit and meaningfully process the enquiry. Optional fields are voluntary. Without the necessary information, the Controller may not be able to respond properly or assess the requested automation.

## 13. Automated Decision-Making and Profiling

Under the website's current operation, the Controller does not use solely automated decision-making or profiling that produces legal effects concerning visitors or similarly significantly affects them.

## 14. Security

The Controller applies technical and organisational measures appropriate to the nature and risks of processing in order to protect personal data against unauthorised access, alteration, disclosure, loss or destruction.

## 15. Changes to this Notice

The Controller may update this Notice to reflect changes in law, technology or the operation of the website. The current version will be made available on [marto.hu](https://marto.hu).

## 16. Legal and Service References

- Regulation (EU) 2016/679 (GDPR): <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016R0679>
- Hungarian Act CXII of 2011 (Infotv.): <https://njt.hu/jogszabaly/2011-112-00-00>
- Hungarian Act C of 2003 on Electronic Communications, Section 155: <https://njt.hu/jogszabaly/2003-100-00-00>
- Google Analytics - Cookies on websites: <https://support.google.com/analytics/answer/11397207?hl=en>
- Google Analytics - Data collection: <https://support.google.com/analytics/answer/11593727?hl=en>
- Google Consent Mode - Basic and Advanced: <https://support.google.com/tagmanager/answer/10000067?hl=en>
- Google Fonts - Privacy: <https://fonts.googleblog.com/2022/11/your-privacy-and-google-fonts.html>
- Rackhost Zrt. Privacy Policy: <https://www.rackhost.hu/privacy-policy>
- Hungarian National Authority for Data Protection and Freedom of Information: <https://www.naih.hu>