Privacy Policy

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Privacy Policy

Date of acceptance: 2025-08-04

Data Controller
Name: Blue-Chip Trade Kft.
Registered address: 6085 Fülöpszállás, Petőfi utca 56
Mailing address, complaint handling: 6085 Fülöpszállás, Petőfi utca 56
Email: info@bluechiptrade.hu
Phone number: +36706259625
Website: http://digitalnet.hu

Hosting provider
Name: UNAS Online Kft.
Mailing address: 9400 Sopron, Kőszegi út 14.
Email: unas@unas.hu
Phone number:

Description of data processing related to the operation of the webshop
This document contains all relevant data protection information related to the operation of the webshop in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter: the Regulation, GDPR) and Act CXII of 2011 (hereinafter: Infotv.).

Information on the use of cookies
What is a cookie?

During the visit to the website, the Data Controller uses so-called cookies. A cookie is a packet of information consisting of letters and numbers that our website sends to your browser in order to save certain settings, facilitate the use of our website, and help collect some relevant statistical information about our visitors.

Some of the cookies do not contain personal information and are not suitable for identifying the individual user, but some contain a unique identifier – a secret, randomly generated number sequence – that your device stores, thus enabling your identification. The duration of operation of each cookie is included in the respective cookie description.

Legal basis and background of cookie usage

In general, three types of cookies are distinguished:

- cookies essential for operation,
- cookies for statistical purposes, and
- cookies for marketing purposes.

The legal basis for data processing is:

- your **consent** under Article 6 (1)(a) of the GDPR for **statistical and marketing cookies**,
- and the **legitimate interest** under Article 6 (1)(f) of the GDPR for cookies **necessary to ensure the operation of the Website**.

Main characteristics of cookies used on the Website:

Cookies essential for operation:
If you do not accept these cookies, certain features may not be available to you.

- **Strictly necessary cookies:** These cookies are indispensable for using the website and enable basic functions. Without them, many features of the site will not be available. These cookies are session-based and expire when the session ends.
- **Session cookies:** These store the visitor's location, browser language, and payment currency. Duration: until browser is closed or max. 2 hours.
- **Age-restricted content cookies:** These confirm age verification for restricted content, storing whether the visitor is over 18. Duration: until browser is closed.
- **Recommended products cookie:** Stores the product list for the "recommend to a friend" function. Duration: 60 days.
- **Mobile version/design cookie:** Detects the user's device and switches to full view on mobile. Duration: 365 days.
- **Cookie acceptance cookie:** Records consent to cookie storage upon entering the site. Duration: 365 days.
- **Logout #2 cookie:** Logs out the visitor after 90 days under Option #2. Duration: 90 days.
- **Backend identifier cookie:** Identifies the backend server serving the page. Duration: until browser is closed.

Cookies for statistical purposes:

- **Google Analytics cookie:**
  Google Analytics is a Google analytics tool that helps website and app owners understand user activity. It may use cookies to collect and report statistics about site usage without identifying individuals to Google. The main cookie used is the "__ga" cookie. Besides usage statistics, Google Analytics may also use some advertising cookies to help show more relevant ads in Google products (like Google Search) and across the web.

Cookies used to enhance user experience

These cookies collect information about how users use the website – for example, which pages are visited most often, or what error messages appear. These cookies do **not collect personally identifiable information**, meaning they work with completely general and anonymous data. The data is used to improve the performance of the website. These cookies are session-based and expire when the session ends.

- **Referer cookies:** Record which external site the visitor arrived from. Duration: until browser is closed.
- **Recently viewed product cookie:** Records the last viewed products. Duration: 60 days.
- **Recently viewed category cookie:** Records the last viewed category. Duration: 60 days.
- **Cart cookie:** Records products placed in the cart. Duration: 365 days.
- **Smart offer cookie:** Records conditions for displaying intelligent offers (e.g. whether the visitor has visited before or has an order). Duration: 30 days.

Marketing cookies

- **Google AdWords cookie:**
  When someone visits our site, the visitor's cookie ID is added to a remarketing list. Google uses cookies – such as the NID and SID cookies – to help personalize ads on Google products, like Google Search. These cookies may store your most recent search queries, your interactions with ads or search results, and your visits to advertisers' websites. The AdWords conversion tracking feature uses cookies to track sales and other conversions resulting from ads. Cookies are stored on the user's computer when the person clicks on an ad. These cookies help with ad selection based on relevance, improving campaign performance reports, and avoiding repeated ad displays.
- **Remarketing cookies:**
  Allow ads to be shown to previous visitors or users while they browse other websites on the Google Display Network, or when they search for terms related to your products or services.

More information on deleting cookies:

- Internet Explorer
- Firefox
- Mozilla (HU)
- Safari
- Chrome
- Edge

Processing of data for the purpose of contract conclusion and performance

Several types of data processing may occur for the purpose of contract conclusion and performance. Please note that data processing related to complaint handling and warranty management will only take place if you exercise any of the mentioned rights.

If you do not make a purchase through the webshop and are only a visitor, the provisions related to marketing data processing may apply to you if you provide us with marketing consent.

Detailed data processing related to contract conclusion and performance:

Registration on the website
By storing the data provided during registration, the Data Controller can offer more convenient services (e.g., the data subject does not need to re-enter their information for future purchases). Registration is not a prerequisite for contract conclusion.

Processed data
The Data Controller processes your name, address, phone number, e-mail address, the characteristics of the purchased product, and the date of purchase.

Duration of data processing
Until your consent is withdrawn.

Legal basis of processing
Your voluntary consent given during registration [Processing under Article 6 (1) a) of the Regulation].

Order processing
During order processing, data processing activities are required for the performance of the contract.

Processed data
The Data Controller processes your name, address, phone number, e-mail address, the characteristics of the purchased product, the order number, and the date of purchase.

If you placed an order in the webshop, data processing and data provision are essential for the performance of the contract.

Duration of data processing
Data will be processed for 5 years in accordance with the civil law statute of limitations.

Legal basis of processing
Performance of the contract [Processing under Article 6 (1) b) of the Regulation].

Issuance of invoice
The data processing is carried out for the issuance of invoices in compliance with legal requirements and to fulfill the obligation to retain accounting documents. Pursuant to Section 169 (1)-(2) of the Accounting Act, business entities must retain the accounting documents that directly or indirectly support the accounting records.

Processed data
Name, address, e-mail address, phone number.

Duration of data processing
In accordance with Section 169 (2) of the Accounting Act, issued invoices must be retained for 8 years from the date of issuance.

Legal basis of processing
Issuing an invoice is mandatory under Section 159 (1) of Act CXXVII of 2007 on Value Added Tax, and the invoice must be retained for 8 years in accordance with Section 169 (2) of Act C of 2000 on Accounting [Processing under Article 6 (1) c) of the Regulation].

Data processing related to product delivery
The data processing is carried out for the delivery of the ordered product.

Processed data
Name, address, e-mail address, phone number.

Duration of data processing
The Data Controller processes the data until the delivery of the ordered product is completed.

Legal basis of processing
Performance of the contract [Processing under Article 6 (1) b) of the Regulation].

Recipients / data processors of data processing related to delivery

Recipient's name: GLS General Logistics Systems Hungary Csomag-Logisztikai Kft.
Recipient's address: 2351 Alsónémedi, GLS Európa u. 2.
Recipient's phone number: +36-29-88-67-00
Recipient's e-mail address: info@gls-hungary.com
Recipient's website: https://gls-group.eu/HU/hu/home

The courier service cooperates with the Data Controller in delivering the ordered goods on the basis of a contract. The courier service processes the received personal data in accordance with the privacy policy available on its website.

Handling of warranty and guarantee claims

We must proceed in accordance with Government Decree 19/2014. (IV. 29.) NGM regarding the handling of warranty and guarantee claims, which also determines how we must process your claim.

Processed data
When handling warranty and guarantee claims, we act in accordance with Government Decree 19/2014. (IV. 29.) NGM.

Based on the decree, we are required to draw up a report on your warranty or guarantee claim submitted to us, which includes:

- your name and address, as well as your declaration of consent to the processing of the data recorded in the report as specified by the decree,
- the name and purchase price of the movable item sold under the contract between you and us,
- the date of performance of the contract,
- the date of the defect notification,
- a description of the defect,
- the right you wish to enforce under the warranty or guarantee claim, and
- the method of settling the warranty or guarantee claim or the reason for rejecting the claim and the right you wish to enforce.

If the purchased product is taken over from you, we must issue a receipt of takeover, which includes:

- your name and address,
- the data necessary for identifying the item,
- the date of receipt of the item, and
- the date when you can collect the repaired item.

Duration of data processing
The business must retain the report on the consumer's warranty or guarantee claim for three years from the date of recording and present it to the supervisory authority upon request.

Legal basis of processing
The legal basis of processing is compliance with legal obligations pursuant to Government Decree 19/2014. (IV. 29.) NGM [Section 4 (1) and Section 6 (1)] [Processing under Article 6 (1) c) of the Regulation].

Data processing for marketing purposes

Remarketing
The data processing, as a remarketing activity, is carried out using cookies.

Processed data
Data processed by cookies as specified in the cookie policy.

Duration of data processing
The data storage period of the specific cookie. More information available here:

- General cookie policy by Google:
  https://www.google.com/policies/technologies/types/
- Google Analytics policy:
  https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=hu
- Facebook policy:
  https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

Legal basis of processing
Your voluntary consent provided by using the website. [Processing under Article 6 (1) a) of the Regulation]

Prize draw
The data processing is carried out for the purpose of organizing the prize draw.

Processed data
Name, email address, phone number.

Duration of data processing
The data will be deleted after the conclusion of the prize draw, except for the data of the winner, which must be retained for 8 years by the Controller in accordance with the Accounting Act.

Legal basis of processing
Your voluntary consent provided by using the website. [Processing under Article 6 (1) a) of the Regulation]

Additional data processing
If the Controller wishes to perform additional data processing, it shall provide prior information on the essential circumstances of the data processing (legal basis and background of data processing, purpose of processing, scope of processed data, duration of processing).

Recipients of personal data

Data processing for the purpose of data storage
Name of data processor: UNAS Online Kft.
Contact details of the data processor:
Phone number:
Email address: unas@unas.hu
Headquarters: 9400 Sopron, Kőszegi út 14.
Website: unas.hu

The Data Processor carries out the storage of personal data based on a contract with the Data Controller. It is not entitled to access the personal data.

Data processing related to accounting

Name of the data processor: Lizitax Bt.
Registered office of the data processor: 6000 Kecskemét, Talfája tanya 282/B
Phone number of the data processor: +36 70 331 3647
Email address of the data processor: lizitaxbt@gmail.com
Website of the data processor:

The Data Processor participates in the bookkeeping of accounting documents based on a written agreement with the Data Controller. In the course of this, the Data Processor processes the name and address of the data subject to the extent necessary for accounting records, for the period specified in Section 169 (2) of the Accounting Act (Sztv.), after which the data will be deleted without delay.

Data processing related to invoicing

Name of the data processor: RS3 Informatika Kft.
Registered office of the data processor: 4028 Debrecen, Apafi u. 42-44.
Phone number of the data processor: +36 30 935 4586

Email address of the data processor: info@rs3.hu
Website of the data processor: https://www.rs3.hu/

The Data Processor participates in the management of accounting documents based on an agreement with the Data Controller. In the course of this, the Data Processor processes the name and address of the data subject to the extent necessary for accounting records, for the period specified in Section 169 (2) of the Accounting Act (Sztv.), after which the data will be deleted.

Rights you are entitled to regarding data processing

During the period of data processing, you are entitled to the following rights under the Regulation:

- the right to withdraw consent,
- access to personal data and information related to data processing,
- the right to rectification,
- restriction of processing,
- the right to erasure,
- the right to object,
- the right to data portability.

If you wish to exercise your rights, this involves your identification and the Data Controller must necessarily communicate with you. Therefore, for identification, you will need to provide personal data (but the identification can only be based on data that the Data Controller already processes about you). Your complaints related to data processing will be accessible in the Data Controller's email account within the period specified in this policy regarding complaints.

If you were our customer and would like to identify yourself for complaint or warranty handling, please provide your order ID for identification. Using this, we can also identify you as a customer.

The Data Controller will respond to complaints related to data processing within a maximum of 30 days.

Right to withdraw consent

You have the right to withdraw your consent to data processing at any time. In such cases, we will delete the provided data from our systems. However, please note that if the order has not yet been fulfilled, the withdrawal may result in our inability to deliver the order to you. Additionally, if the purchase has already taken place, we cannot delete invoicing data from our systems due to accounting regulations. Furthermore, if you have an outstanding debt toward us, we may continue to process your data based on our legitimate interest in debt collection, even if consent is withdrawn.

Access to personal data

You have the right to obtain confirmation from the Data Controller as to whether or not personal data concerning you is being processed, and, where that is the case, you have the right to access the personal data and the following information:

- the purposes of the data processing;
- the categories of personal data processed about you;
- information about the recipients or categories of recipients to whom the personal data have been or will be disclosed;
- the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
- your right to request from the Data Controller rectification, erasure, or restriction of processing of personal data concerning you, and to object to such processing if it is based on legitimate interest;
- the right to lodge a complaint with a supervisory authority;
- if the data was not collected from you, any available information as to their source;
- the existence of automated decision-making (if used), including profiling, and at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you.

The purpose of exercising this right may be to determine and verify the lawfulness of data processing. Therefore, in the case of repeated requests for information, the Data Controller may charge a reasonable fee for providing the information.

The Data Controller provides access to the personal data by sending the processed personal data and the requested information to you via email, following your identification. If you have a user account, access is provided by allowing you to log in to your account and view and verify the personal data processed about you.

Please indicate in your request whether you are requesting access to personal data or information related to data processing.

Right to rectification

You have the right to obtain from the Data Controller, without undue delay, the rectification of inaccurate personal data concerning you upon your request.

Right to restriction of processing

You have the right to request the Data Controller to restrict the processing of your data if any of the following conditions apply:

- You contest the accuracy of the personal data, in which case the restriction applies for a period enabling the Data Controller to verify the accuracy of the personal data; if the correct data can be established immediately, the restriction will not apply;
- The processing is unlawful, but you oppose the erasure of the data for any reason (for example, because the data is important for asserting a legal claim), and instead request restriction of their use;
- The Data Controller no longer needs the personal data for the purposes of processing, but you require them for the establishment, exercise, or defense of legal claims; or
- You have objected to the processing, but the Data Controller's legitimate grounds may override your interests – in this case, processing must be restricted until it is determined whether the Data Controller's legitimate grounds override yours.

Where processing has been restricted, such personal data shall, with the exception of storage, only be processed with your consent, or for the establishment, exercise, or defense of legal claims, or for the protection of the rights of another natural or legal person, or for reasons of important public interest of the Union or of a Member State.

The Data Controller will inform you in advance (at least 3 business days prior) about the lifting of the restriction of processing.

Right to erasure ("right to be forgotten")

You have the right to obtain from the Data Controller the erasure of personal data concerning you without undue delay if one of the following grounds applies:

- The personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- You withdraw your consent and there is no other legal ground for the processing;
- You object to the processing based on legitimate interest, and there are no overriding legitimate grounds for the processing;

- The personal data have been unlawfully processed, as established based on a complaint;
- The personal data have to be erased to comply with a legal obligation under Union or Member State law applicable to the Data Controller.

If the Data Controller has made the personal data public and is obliged to erase it for any of the above reasons, they must take reasonable steps – including technical measures – considering available technology and the cost of implementation, to inform other data controllers processing the data that you have requested the erasure of any links to, or copies or replications of, those personal data.

Erasure does not apply if processing is necessary:

- for exercising the right of freedom of expression and information;
- for compliance with a legal obligation which requires processing by Union or Member State law applicable to the Data Controller (such as invoicing, where retention of the invoice is prescribed by law), or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Data Controller;
- for the establishment, exercise, or defense of legal claims (e.g., if the Data Controller has an outstanding claim against you that has not been fulfilled, or a consumer or data protection complaint is in progress).

Right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data based on legitimate interests. In such a case, the Data Controller shall no longer process the personal data unless it demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defense of legal claims.

If personal data are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such purposes, which includes profiling to the extent that it is related to such direct marketing. If you object to the processing for direct marketing purposes, your personal data shall no longer be processed for such purposes.

Right to data portability

Where the processing is carried out by automated means or based on your voluntary consent, you have the right to receive the personal data concerning you, which you have provided to the Data Controller, in a structured, commonly used and machine-readable format (e.g. XML, JSON, or CSV), and have the right to transmit those data to another controller where technically feasible. You may also request that the Data Controller transmits the data directly to another controller in the same format.

Automated decision-making

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. In such cases, the Data Controller must implement suitable measures to safeguard your rights and freedoms and legitimate interests, including at least the right to obtain human intervention on the part of the Data Controller, to express your point of view and to contest the decision.

The above shall not apply if the decision:

- is necessary for entering into, or performance of, a contract between you and the Data Controller;
- is authorized by Union or Member State law to which the Data Controller is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests;
- is based on your explicit consent.

Registration in the data protection register

Pursuant to the provisions of the Information Act, the Data Controller was previously required to register certain data processing activities in the data protection register. This obligation ceased to apply as of 25 May 2018.

Data security measures

The Data Controller declares that it has implemented appropriate security measures to protect personal data against unauthorized access, alteration, transmission, disclosure, deletion or destruction, as well as against accidental destruction or damage, and against inaccessibility resulting from changes in the applied technology.

The Data Controller shall, to the extent permitted by its organizational and technical capabilities, ensure that its Data Processors also take appropriate data security measures when processing your personal data.

Remedies

If you believe that the Data Controller has violated any legal provision related to data processing, or failed to comply with any of your requests, you may initiate an investigation procedure with the **National Authority for Data Protection and Freedom of Information** (mailing address: 1363 Budapest, Pf. 9; e-mail: ugyfelszolgalat@naih.hu; phone numbers: +36 (30) 683 5969, +36 (30) 549 6838; +36 (1) 391 1400) to stop the presumed unlawful data processing.

We further inform you that in the event of a breach of data protection law or the non-fulfilment of your request by the Data Controller, you may initiate a civil lawsuit before a court against the Data Controller.

Modification of this Privacy Policy

The Data Controller reserves the right to modify this privacy policy in ways that do not affect the purpose or legal basis of data processing. By continuing to use the website after the modifications come into effect, you accept the amended privacy policy.

If the Data Controller intends to carry out any further data processing beyond the originally collected purposes, they will inform you beforehand about the purpose of the processing and the following information:

- the duration for which personal data will be stored, or, if not possible, the criteria used to determine that duration;
- your right to request from the Data Controller access, rectification, erasure, restriction of processing of personal data about you, and to object to processing based on legitimate interest, as well as the right to data portability in case of processing based on consent or contractual relationship;
- that you may withdraw consent at any time in the case of consent-based processing;
- your right to lodge a complaint with the supervisory authority;
- whether the provision of personal data is legal requirement, necessary for contract conclusion, or voluntary, and what potential consequences may result from failure to provide data;
- the existence of automated decision-making (including profiling), and in those cases meaningful information about the logic involved, as well as the significance and expected consequences of such processing for you.

Data processing may only commence after informing you and—if the legal basis is consent—obtaining your consent in addition to the information provided.