

Information on the use of cookies on the website <https://grow-group.com/>

## 1. What is a cookie?

Cookies are small text files placed on your computer. Pixels are small amounts of code on a web page or in an email that provide a method to deliver content, such as a graphic image on a webpage. cookies allow a website to recognize a user's computer. In most cases, cookies do not require any personal information to work, and in most cases, they are not even capable of identifying internet users.

## 2. Why do we use Cookies?

A cookie allows us to recognize the last time you logged on to the GROW website (domain: <https://grow-group.com/>, hereafter referred to as the "website"). The main purpose of the cookie is to enable personalized offers and advertisements to be tailored to the website visitor, thereby enhancing the visitor's experience when using the website. Trusted partners help GROW to serve ads on and off the website, and analytics providers such as Google Analytics, Facebook Pixel may also place cookies on the visitor's device.

### Cookies that work on our sites:

- **Required cookies**

These cookies are essential for the functioning of the website (e.g., security settings) and cannot be disabled on our systems. You can set your browser to block or warn you about cookies, but if you do this, certain parts of the site may not work.

Legal basis for processing: article 6(1)(f) GDPR, legitimate interest of the controller

- **Marketing cookies**

These cookies are used to track the effectiveness of advertising so that our website can provide a more relevant service and display better ads based on your interests.

Legal basis for processing: article 6(1)(a) GDPR, visitor consent

- **Functional cookies**

These cookies collect data to remember users' choices (e.g., language) to help us improve the website and provide a more personalized experience.

Legal basis for processing: article 6(1)(a) GDPR, visitor consent

- **Analytical (or performance) cookies**

These cookies help us understand how visitors interact with our website, identify errors and provide better overall analytics.

Legal basis for processing: article 6(1)(a) GDPR, visitor consent

We use **Google Analytics and Facebook's Custom Audience** services and cookies on the Sites, these are:

**Google Analytics** is a web analytics service provided by Google LLC. ("Google") to help us learn more about how visitors use our website. Google Analytics aggregates information about website usage, such as IP address, which may be sent to Google and stored on its servers. This information is used to create reports and improve the functioning of our website.

Cookies also collect anonymous information about the number of visitors to the website and information about the pages from which visitors come to the website and the pages they view.

For more information about Google Analytics cookies, please visit <http://www.google.com/policies/privacy/>.

If you would like to turn off Google Analytics tracking when you visit websites, please click on the following link:  
<http://tools.google.com/dlpage/gaoptout>

**Google AdWords** uses cookies, which are text files stored on your computer, to track and measure Google advertising campaigns and to create custom audiences (remarketing) based on website visits.

If you want to opt-out of online interest-based advertising from Google and other companies participating in the system, visit the European Interactive Digital Advertising Alliance website. You will need to opt-out separately for each browser you use:

<http://www.youronlinechoices.com/hu/ad-choices>

**Facebook Custom Audience** is a web analytics and advertising service of Facebook, Inc. (Facebook), through which the Data Controller obtains information about how visitors to the Website use the Website. For more information about Facebook Custom Audience or Facebook Pixel cookies, please click here:

<https://www.facebook.com/policies/cookies/>.

The **Facebook Pixel** service requires a cookie to be set on user devices. We also use Facebook Pixel on the Website, both for advertising and for Website analytics. Facebook pixels place cookies on the device browsing the Website to build the right advertising audience, measure conversions between devices, target and optimize ads to the right audience, display personalized ads, display ads, and generate reports and statements about the Website and app traffic data.

These data processing activities of Facebook can be controlled and set by the User in his/her Facebook and Google account, and the collection of data by Facebook cookies on the Website can be authorized by the User himself/herself. On Facebook, the User can view these cookies in the Facebook Ads Settings when logged into his/her Facebook account and can also set and change his/her preferences in relation to the cookies.

GROW uses the following third-party cookies for the following purposes:

Cookie Type	Purpose of Cookie
<b>Google Analytics</b>	Generating visitor statistics, further development of the website
<b>Google AdWords Remarketing</b>	Use of advertising services provided by Google LLC, segmented, targeted advertising
<b>Facebook Pixel Custom Audience</b>	Generate statistics on visitors from Facebook.com Use of remarketing services provided by Facebook Inc. to display targeted, segmented advertising on Facebook.com

The personal data processed by third parties is governed by the third-party service providers' own privacy notices.

For more information on how cookies work, please visit <http://www.youronlinechoices.com/hu/>