Lara Technologies Kft.

Last Updated: January 15, 2026

Language: English

Jurisdiction: GDPR (EU 2016/679), ePrivacy Directive (2002/58/EC)

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1. INTRODUCTION

This Cookie Policy ("**Policy**") explains what cookies are, how Lara Technologies Kft. ("**we**", "**us**", "**Company**") uses them on our website https://larasystems.com (https://larasystems.com) (the "**Site**"), and your rights regarding cookies.

Please read this Cookie Policy carefully along with our **Privacy Policy** for comprehensive information about our data protection practices.

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2. WHAT ARE COOKIES?

A cookie is a small text file that is stored on your device (computer, tablet, smartphone) when you visit a website. Cookies allow websites to:

- Remember your preferences
- Recognize you on repeat visits
- Analyze how you use the site
- Display relevant advertising

Cookies are not harmful programs and cannot execute code or transmit viruses. However, they do track some information about your browsing.

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3. TYPES OF COOKIES WE USE

We use four categories of cookies on our Site:

3.1 Essential (Strictly Necessary) Cookies

What they are:

- Required for the website to function properly
- Enable core functionality (login, form submission, security)
- Do NOT require your consent

Examples:

- Session cookies (remember you're logged in)
- Security tokens (prevent fraud)
- CSRF protection tokens

Legal Basis: Legitimate Interest (Art. 6(1)(f) GDPR) – necessary for website operation

Retention: Deleted when you close your browser or after session timeout

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3.2 Analytics Cookies

What they are:

- Collect information about how visitors use the Site
- Help us understand traffic patterns and popular pages
- REQUIRE your consent

Tools that use Analytics cookies:

- **Google Analytics 4 (GA4)**
- **Meta Pixel**
- **Chatbase**

Data collected:

- Pages visited
- Time spent on each page
- Links clicked
- Device type (desktop/mobile)
- Approximate location (country/city level)
- Traffic source (direct, search, referral)

Legal Basis: Consent (Art. 6(1)(a) GDPR)

How to opt-out:

- Withdraw consent via cookie banner: "Reject All" or turn off "Analytics" in Preferences
- **Google Analytics**: https://tools.google.com/dlpage/gaoptout (https://tools.google.com/dlpage/gaoptout) (Browser Add-on)
- **Meta Pixel**: https://www.facebook.com/adprefs/ (https://www.facebook.com/adprefs/)

Retention: See retention table in Section 6

3.3 Marketing Cookies

What they are:

- Used to track your behavior across websites for advertising purposes

- Enable retargeting (showing ads based on your previous Site visits)
- Build audience segments for targeting
- REQUIRE your consent

Tools that use Marketing cookies:

- **Meta Pixel**
- **Chatbase**

Data collected:

- Products viewed
- Links clicked
- Conversions (contact form submissions)
- Engagement with site content
- Device and browser information

Legal Basis: Consent (Art. 6(1)(a) GDPR)

How to opt-out:

- Withdraw consent via cookie banner: "Reject All" or turn off "Marketing" in Preferences
- **Facebook/Meta**: Adjust ad preferences in your account settings
- Browser "Do Not Track" settings

Retention: See retention table in Section 6

3.4 Personalization Cookies

What they are:

- Remember your preferences for a better experience
- Maintain chat history or settings
- REQUIRE your consent

Tools that use Personalization cookies:

- **Chatbase**

Data collected:

- Chat history and preferences
- Language and display settings
- Previous interactions

Legal Basis: Consent (Art. 6(1)(a) GDPR)

How to opt-out:

- Withdraw consent via cookie banner: "Reject All" or turn off "Personalization" in Preferences
- Clear browser cookies

Retention: See retention table in Section 6

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4. DETAILED COOKIE INFORMATION BY TOOL

4.1 Google Analytics 4 (GA4)

Purpose: Website analytics and traffic analysis

Cookies used:

Cookie Name	Purpose	Duration
_ga	Distinguishes unique users	2 years
_gid	Distinguishes users within a session	24 hours
ga[Measurement ID]	Stores session and campaign data	2 years

Data collected:

- Pageviews
- Events (button clicks, form submissions)
- User flow and journey
- Device and browser information
- Approximate geographic location (city-level)

Data controller: Google Ireland Limited

Data location: USA

Data Processor Agreement: https://support.google.com/analytics/answer/6004245 (https://support.google.com/analytics/answer/6004245)

Opt-out methods:

1. Withdraw consent via our cookie banner
2. Install Google Analytics Opt-out Browser Add-on (https://tools.google.com/dlpage/gaoptout)
3. Use browser "Do Not Track" setting

4.2 Meta Pixel (formerly Facebook Pixel)

Purpose: Conversion tracking and advertising audience building

Data collected:

- Page views
- Clicks and interactions
- Form submissions (conversions)
- Device and browser information
- Approximate geographic location
- Referral source
- Engagement events

Cookies placed: Multiple technical cookies for tracking purposes

Data controller: Meta Platforms, Inc.

Data location: USA

Data Processor Agreement: https://www.facebook.com/legal/terms/business_tools (https://www.facebook.com/legal/terms/business_tools)

How it works:

- Tracks user actions on our Site
- Sends conversion data to Meta's servers
- Meta uses this data to optimize ads and build lookalike audiences

Opt-out methods:

1. Withdraw consent via our cookie banner
2. Adjust Meta Ad Preferences (https://www.facebook.com/adprefs/)
3. Use browser privacy settings

Note: Meta may still collect some data even if you opt-out, as per their Pixel FAQ (https://www.facebook.com/help/742701421435344).

4.3 Chatbase (Chatbot)

Purpose: Live chat functionality, engagement, and interaction tracking

Cookies placed: Session and personalization cookies

Data collected:

- Chat interactions (functionality only)
- Session duration
- User engagement metrics
- **Does NOT collect**: Personal data (names, emails, message content) in cookies

Data controller: Chatbase

Data location: Canada

Data Processor Agreement: Available upon request

Categories: Analytics, Personalization, Marketing

How it works:

- Enables real-time chat functionality
- Remembers chat preferences
- Tracks engagement for optimization

Opt-out methods:

1. Withdraw consent via our cookie banner
2. Clear browser cookies
3. Contact support@chatbase.co

Note: The chatbot itself does NOT record message content; only engagement metrics are tracked.

5.1 How Our Banner Works

When you visit our Site, a cookie consent banner appears with four options:

1. **Accept All** – Accepts all non-essential cookies (Analytics, Marketing, Personalization)
2. **Reject All** – Rejects all non-essential cookies; only Essential cookies remain
3. **Preferences** – Allows you to choose which categories to accept/reject individually
4. **Cookie Policy link** – Links to this document

5.2 Script Blocking

Until you provide consent, the following scripts are **completely blocked**:

- Google Analytics 4
- Meta Pixel
- Chatbase (non-essential functionality)

Result: No cookies from these services are placed until you opt-in.

5.3 Managing Your Choices

- **Change preferences**: Click the cookie banner again at any time
- **Withdraw consent**: Select "Reject All" to disable all non-essential cookies
- **Clear cookies**: Use your browser settings to delete all cookies
- **Disable cookies globally**: Configure your browser privacy settings

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6. COOKIE RETENTION TABLE

Tool	Cookie Category	Retention Period
Google Analytics 4	Analytics	26 months (default)

Tool	Cookie Category	Retention Period
Meta Pixel	Analytics, Marketing	As per Meta's data retention policy (typically 13 months)
Chatbase	Analytics, Personalization, Marketing	Session cookies: until browser closes; Persistent: as per Chatbase policy
Essential Cookies	Essential	Session or up to 2 years

7. HOW TO MANAGE COOKIES

7.1 Via Our Cookie Banner

- Click the cookie banner at the bottom of the page
- Select "Preferences"
- Choose which categories to enable/disable
- Click "Save Preferences"

7.2 Via Your Browser

Most browsers allow you to control cookies through settings:

Chrome: Settings → Privacy and Security → Cookies and other site data

Firefox: Settings → Privacy & Security → Cookies and Site Data

Safari: Preferences → Privacy → Cookies and website data

Edge: Settings → Privacy, search, and services → Clear browsing data

Opera: Settings → Advanced → Cookies

Options:

- Allow all cookies
- Allow only essential cookies
- Block all cookies (may limit Site functionality)
- Clear cookies on browser exit

7.3 Browser "Do Not Track" (DNT)

Some browsers have a "Do Not Track" feature. You can enable it in browser settings, though not all websites honor it.

7.4 Third-Party Opt-Out Tools

- **Google Ads Settings**: https://adssettings.google.com (https://adssettings.google.com)
- **Facebook Ad Preferences**: https://www.facebook.com/adprefs/ (https://www.facebook.com/adprefs/)

- **Network Advertising Initiative (NAI)**: https://optout.networkadvertising.org/ (https://optout.networkadvertising.org/)
- **Digital Advertising Alliance (DAA)**: https://optout.aboutads.info/ (https://optout.aboutads.info/)

8. COOKIES ACROSS DIFFERENT DEVICES

Important: Cookies are device and browser-specific. If you use multiple devices or browsers, your cookie preferences are stored separately on each:

- **Device 1, Chrome**: Your preferences on this combination
- **Device 1, Firefox**: Different preferences on this combination
- **Device 2, Chrome**: Different preferences on this combination

You must manage cookie settings for each device/browser combination separately.

9. CHANGES TO COOKIES AND THIS POLICY

We may add, remove, or modify cookies as we update our Site. This can include:

- Adding new analytics tools
- Removing outdated tracking
- Updating third-party services

We will update this Cookie Policy when changes occur. The "Last Updated" date at the top reflects the most recent version.

10. CONTACT US

If you have questions about our cookie practices:

Email: info@larasystems.com

Phone: +36-20-221-3523

Mailing Address: 1025 Budapest, Szépvölgyi út 72., Hungary

Website: https://larasystems.com (https://larasystems.com)

We aim to respond to all inquiries within 5 business days.

11. RELATED DOCUMENTS

- **Privacy Policy**: https://larasystems.com/privacy-policy (https://larasystems.com/privacy-policy)
- **Terms of Service**: https://larasystems.com/terms-of-service (https://larasystems.com/terms-of-service) (if applicable)
- **Impressum/Legal Notice**: https://larasystems.com/impressum (https://larasystems.com/impressum)

12. COMPLIANCE AND STANDARDS

This Cookie Policy complies with:

- **GDPR** (EU 2016/679) – European General Data Protection Regulation
- **ePrivacy Directive** (2002/58/EC) – EU ePrivacy Rules
- **Hungarian Data Protection Act** (2018. évi CL. törvény)
- **PECR** (Privacy and Electronic Communications Regulations) – if UK visitors apply

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