

PRIVACY POLICY

Lara Technologies Kft.

Last Updated: January 15, 2026

Language: English

Jurisdiction: GDPR (EU 2016/679), Hungarian Data Protection Law

1. INTRODUCTION

Lara Technologies Kft. ("**we**", "**us**", "**our**", or "**Controller**") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://larasystems.com> (the "**Site**") and use our services.

Please read this Privacy Policy carefully. If you do not agree with our policies and practices, please do not use our Site.

2. INFORMATION WE COLLECT

2.1 Information You Provide Directly

Contact Form:

When you submit our contact form, we collect:

- Full Name
- Email Address
- Message/Inquiry

Newsletter Subscription:

When you subscribe to our newsletter through MailerLite, we collect:

- Email Address only

2.2 Information Collected Automatically via Cookies and Tracking Technologies

We use the following tools that place cookies and tracking technologies on your device:

Google Analytics 4 (GA4):

- Tracks website traffic, user behavior, page views, time on site, and general location data
- Uses cookies: `_ga`, `_gid`, `ga`[measurement ID]

- **Category:** Analytics

Meta Pixel (formerly Facebook Pixel):

- Tracks conversions, user interactions, and helps build advertising audiences
- Uses cookies for conversion tracking and retargeting
- **Categories:** Analytics, Marketing

Chatbase (Chatbot):

- Provides live chat functionality embedded on the website
- **Contact Chatbase to find out about tracking**
- Tracks your interaction with the chatbot for functionality purposes
- **Categories:** Analytics, Personalization, Marketing

For detailed information about cookies, please see our **Cookie Policy** below.

3. COOKIE CATEGORIES AND CONSENT

Our Site uses cookies and tracking technologies in the following categories:

3.1 Essential Cookies

- Required for website functionality
- Do NOT require user consent
- Examples: Session cookies, security tokens

3.2 Analytics Cookies

- Used to understand how you interact with our Site
- **Requires consent:** YES
- **Tools:** Google Analytics 4, Meta Pixel, Chatbase
- **Purpose:** Measure website performance and user behavior

3.3 Marketing Cookies

- Used for advertising, retargeting, and audience building
- **Requires consent:** YES
- **Tools:** Meta Pixel, Chatbase
- **Purpose:** Show relevant ads and measure advertising effectiveness

3.4 Personalization Cookies

- Used to enhance your browsing experience
 - **Requires consent:** YES
 - **Tools:** Chatbase
 - **Purpose:** Remember your preferences and chat interactions
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4. COOKIE CONSENT BANNER

4.1 How Our Cookie Banner Works

When you visit our Site for the first time, a cookie consent banner appears with the following options:

1. **Accept All:** Accepts all non-essential cookies (Analytics, Marketing, Personalization)
2. **Reject All:** Rejects all non-essential cookies; only Essential cookies remain active
3. **Preferences:** Allows you to choose which cookie categories to accept/reject individually

4.2 Script Blocking

- Until you provide consent, the following scripts are **blocked and do not execute**:
 - Google Analytics 4
 - Meta Pixel
 - Chatbase (non-essential functionality)
- Essential scripts (website functionality) always remain active

4.3 Consent Management

- Your cookie choices are saved in your browser
 - You can change your preferences at any time by accessing the cookie banner again
 - Withdrawing consent is as easy as providing it
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5. LEGAL BASIS FOR DATA PROCESSING

5.1 Contact Form Data

- **Legal Basis:** Legitimate Interest (Art. 6(1)(f) GDPR) - to respond to inquiries and provide customer service
- **Purpose:** Receive and respond to your contact requests

5.2 Newsletter Data

- **Legal Basis:** Consent (Art. 6(1)(a) GDPR)
- **Opt-In Type:** Single Opt-In (email added to list upon subscription)
- **Purpose:** Send marketing communications and newsletters
- **Frequency:** Approximately monthly

5.3 Analytics Cookies (GA4, Meta Pixel, Chatbase)

- **Legal Basis:** Consent (Art. 6(1)(a) GDPR)
- **Purpose:** Analyze website performance, user behavior, and advertising effectiveness
- **Consent Method:** Cookie consent banner (Accept All / Preferences)

5.4 Marketing Cookies (Meta Pixel, Chatbase)

- **Legal Basis:** Consent (Art. 6(1)(a) GDPR)
- **Purpose:** Build advertising audiences, track conversions, and retarget users
- **Consent Method:** Cookie consent banner (Accept All / Preferences)

6. DATA RETENTION

We retain personal data for the following periods:

Data Type	Retention Period	Purpose
Contact Form Data (Name, Email, Message)	2 years	Customer Service, Inquiry Response
Newsletter Subscription Data (Email)	Until unsubscribed	Marketing Communications

Data Type	Retention Period	Purpose
Google Analytics Data	26 months (default GA4 setting)	Website Analytics
Meta Pixel Data	As per Meta's Policy	Conversion Tracking & Advertising
Chatbase Interaction Data	As per Chatbase's Policy	Chat Functionality

After the retention period expires, data will be deleted or anonymized.

7. DATA SHARING AND THIRD-PARTY PROCESSORS

Your personal data may be shared with the following third parties acting as Data Processors under Data Processing Agreements:

7.1 MailerLite

- **Purpose:** Email marketing platform for newsletter distribution
- **Data Processed:** Email addresses
- **Location:** USA
- **Data Processing Agreement:** <https://www.mailerlite.com/legal/data-processing-agreement>
- **Compliance:** MailerLite maintains GDPR compliance via Standard Contractual Clauses (SCC)

7.2 Google Analytics 4

- **Purpose:** Website analytics and traffic analysis
- **Data Processed:** Browsing behavior, IP address (anonymized), cookies, event data
- **Location:** USA
- **Data Processing Agreement:** <https://support.google.com/analytics/answer/6004245>

- **Compliance:** Google maintains standard Data Processing Agreements per GDPR Article 28

7.3 Meta Pixel

- **Purpose:** Conversion tracking and advertising audience building
- **Data Processed:** Browsing behavior, cookies, conversion events, device identifiers
- **Location:** USA
- **Data Processing Agreement:** https://www.facebook.com/legal/terms/business_tools
- **Compliance:** Meta maintains standard Data Processing Agreements per GDPR Article 28

7.4 Chatbase

- **Purpose:** Live chat functionality and support
- **Data Processed:** Chat messages (not automatically tracked as cookies), interaction data
- **Location:** Canada
- **Data Processing Agreement:** Available upon request at support@chatbase.co
- **Compliance:** Chatbase maintains GDPR compliance; Canada has EU adequacy decision (Art. 45 GDPR)

7.5 cPanel Hosting Provider

- **Purpose:** Website hosting, storage, and infrastructure
- **Data Processed:** All website data, contact form submissions, user-generated data
- **Location:** Hungary
- **Data Processing Agreement:** Available upon request from hosting provider
- **Compliance:** cPanel maintains standard data protection practices compliant with GDPR Article 28

8. INTERNATIONAL DATA TRANSFERS

8.1 Transfer to USA-Based Services

Your personal data may be transferred to the United States for processing by:

- Google (Google Analytics 4)
- Meta (Meta Pixel)
- MailerLite

These transfers are governed by **Standard Contractual Clauses (SCC)** in accordance with GDPR Article 46.

8.2 Transfer to Canada

Chatbase is located in Canada, which has an **adequacy decision** under GDPR Article 45, meaning data protection is deemed equivalent to the EU.

8.3 Your Rights Regarding Transfers

By using our Site, you consent to these international data transfers. You have the right to object to such transfers or request information about the safeguards in place.

9. YOUR RIGHTS UNDER GDPR

You have the following rights regarding your personal data:

9.1 Right of Access (Art. 15)

You can request access to all personal data we hold about you.

9.2 Right to Rectification (Art. 16)

You can request correction of inaccurate or incomplete personal data.

9.3 Right to Erasure - "Right to be Forgotten" (Art. 17)

You can request deletion of your personal data, subject to certain legal exceptions.

9.4 Right to Restrict Processing (Art. 18)

You can request that we limit how we process your data.

9.5 Right to Data Portability (Art. 20)

You can request your personal data in a structured, commonly used, machine-readable format.

9.6 Right to Object (Art. 21)

You can object to processing of your data, including for marketing purposes.

9.7 Right to Lodge a Complaint (Art. 77)

You have the right to lodge a complaint with a supervisory authority (see Section 11).

10. EXERCISING YOUR RIGHTS

To exercise any of the above rights, please contact us at:

Email: info@larasystems.com

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

We will respond to your request within 30 days (extendable by 60 additional days for complex requests) in accordance with GDPR Article 12.

11. CONTACT AND SUPERVISION

11.1 Our Contact Information

Lara Technologies Kft.

- **Address:** 1025 Budapest, Szépvölgyi út 72., Hungary
- **Phone:** +36-20-221-3523
- **Email:** info@larasystems.com
- **Company Registration:** 01-09-446727 (Fővárosi Törvényszék)
- **Tax ID (ÁFA):** 32864948-2-41

Data Protection Responsibility: Managed by Lara Technologies Kft. (company executives)

11.2 Supervisory Authority

National Data Protection Authority (Hungary):

- **Organization:** Nemzeti Adatvédelmi és Információszabadság Hatóság (NAIH)
- **Address:** 1024 Budapest, Széna tér 8., Hungary
- **Email:** ugyfelszolgalat@naih.hu
- **Website:** <https://naih.hu/>
- **Phone:** +36-1-391-1400

You have the right to lodge a complaint with the NAIH if you believe your data protection rights have been violated.

12. UNSUBSCRIBING AND OPT-OUT

12.1 Newsletter Unsubscribe

You can unsubscribe from our newsletter at any time by:

- Clicking the "Unsubscribe" link in any newsletter email
- Contacting us at info@larasystems.com

12.2 Withdraw Cookie Consent

You can withdraw consent for non-essential cookies at any time:

- By clicking the cookie banner and selecting "Reject All" or adjusting Preferences
- By clearing your browser cookies
- By visiting the cookie settings again

12.3 Opt-Out of Advertising

You can manage interest-based advertising through:

- **Meta/Facebook:** Your Facebook account settings or Ad Preferences
 - **Google:** Google Account Settings or Google Ads Settings
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13. SECURITY MEASURES

We implement appropriate technical and organizational security measures to protect your personal data:

- **HTTPS Encryption:** Our Site uses HTTPS (SSL/TLS) to encrypt data in transit
- **Secure Storage:** Contact form data is stored on cPanel hosting with access controls
- **Minimal Data Collection:** We collect only the data necessary for the stated purposes
- **Limited Access:** Only authorized personnel can access personal data

However, no method of transmission over the Internet is completely secure. We cannot guarantee absolute security, but we employ industry-standard practices.

14. CHILDREN'S PRIVACY

Our Site is not directed to individuals under 16 years of age. We do not knowingly collect personal data from minors. If a minor has provided personal data, please contact us immediately at info@larasystems.com, and we will delete such data.

15. THIRD-PARTY LINKS

Our Site may contain links to third-party websites. This Privacy Policy applies only to our Site. We are not responsible for the privacy practices of third-party websites. Please review their privacy policies before providing personal data.

16. SPECIAL CATEGORIES OF DATA

We do **NOT intentionally collect** special categories of personal data, including:

- Health data
 - Religious or philosophical beliefs
 - Political opinions
 - Ethnic origin
 - Genetic data
 - Biometric data
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17. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to:

- Reflect changes in our practices
- Comply with legal requirements
- Improve clarity

Changes will be effective immediately upon posting. The "Last Updated" date at the top will reflect the most recent revision. Your continued use of the Site constitutes acceptance of the updated Privacy Policy.

18. LEGAL BASIS SUMMARY

Data Type	Legal Basis	Consent Required
Contact Form	Legitimate Interest (Art. 6(1)(f))	No*
Newsletter	Consent (Art. 6(1)(a))	Yes
Google Analytics	Consent (Art. 6(1)(a))	Yes**
Meta Pixel	Consent (Art. 6(1)(a))	Yes**
Chatbase	Consent (Art. 6(1)(a))	Yes**

*Contact form uses legitimate interest to respond to inquiries; however, you may withdraw consent to receive further communications.

**Via cookie consent banner (Accept All / Preferences).

19. DEFINITIONS

- **Controller:** The entity determining the purposes and means of processing (Lara Technologies Kft.)
- **Processor:** The entity processing data on behalf of the controller (MailerLite, Google, Meta, Chatbase, cPanel hosting)
- **Personal Data:** Any information relating to an identified or identifiable natural person
- **Processing:** Any operation performed on personal data (collection, storage, use, disclosure, deletion)
- **Consent:** Freely given, specific, informed, and unambiguous indication of wishes

20. CONTACT FOR PRIVACY INQUIRIES

For any questions about this Privacy Policy or our data protection practices:

Email: info@larasystems.com

Phone: +36-20-221-3523

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

Website: <https://larasystems.com>

Response Time: We aim to respond to all privacy inquiries within 5 business days.

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Compliance: GDPR (EU 2016/679), Hungarian Data Protection Act (2018. évi CL. törvény)