

Privacy Policy

1. Data Controller

Effective from: 2 September 2026

Data Controller: Beastee Kft.

Registered office: 1163 Budapest, Cziráki utca 26–32, Hungary

Representative: Zsolt Futó, Managing Director

Contact e-mail: hello@beasteemerch.com

Webshop: beasteemerch.com

Beastee Kft. (hereinafter: the "Data Controller") is committed to protecting personal data.

The purpose of this Privacy Policy is to provide transparent information to visitors, registered users, customers, newsletter subscribers and other persons contacting the Data Controller regarding the processing of their personal data in connection with the beasteemerch.com webshop.

The processing of personal data is governed in particular by Regulation (EU) 2016/679 of the European Parliament and of the Council ("GDPR") and the applicable Hungarian legislation.

The Data Controller may amend this Privacy Policy where necessary, in particular if the services used, the processing activities or the applicable legislation change. The current version is made available through the webshop.

2. Purposes and Legal Bases of Processing, Categories of Personal Data and Retention

2.1. Processing and Fulfilment of Webshop Orders

Purpose of processing: recording, processing, confirming and fulfilling orders placed through the webshop, communicating with the customer and carrying out activities necessary for the performance of the contract.

Legal basis: Article 6(1)(b) GDPR – processing is necessary for the performance of a contract with the data subject or in order to take steps at the request of the data subject prior to entering into a contract.

Personal data processed may include:

- name;
- e-mail address;
- telephone number;
- billing address;
- shipping address;
- products ordered and quantities;
- order value;
- selected payment method;
- selected delivery method;
- order identifier;
- other data necessary for fulfilling the order.

The provision of data required to fulfil the order is mandatory. Without such data, the order may not be fulfilled or may not be fulfilled properly.

Following completion of the contract, the Data Controller retains the relevant data for the period required by applicable civil, accounting, taxation and consumer protection legislation and for the establishment, exercise or defence of legal claims.

2.2. Registration and User Account

Users may create a customer account in the webshop.

Purpose of processing:

- creating and maintaining the user account;
- identifying the user;
- enabling login;
- providing functions linked to the account;
- facilitating purchases;
- providing access to previous orders and account-related information.

Legal basis: Article 6(1)(b) GDPR.

Personal data processed may include:

- name;
- e-mail address;
- data necessary to identify the user account;
- address information linked to the account;
- telephone number, where provided;
- order history;
- account settings and related information.

As a general rule, personal data associated with the user account are processed for as long as the account remains active.

Deletion of an account does not affect the further retention of data that the Data Controller is legally required to retain or which are necessary for the establishment, exercise or defence of legal claims.

2.3. Sign-in with a Google Account

The webshop may allow users to sign in using their Google account.

Use of this function is voluntary.

Purpose of processing: identifying the user and providing a convenient method of signing into the user account.

Legal basis: Article 6(1)(b) GDPR.

When Google sign-in is used, information necessary for user identification and operation of the sign-in function may be exchanged between Google and the webshop.

Google may also process personal data in connection with its own services in accordance with its own privacy terms.

2.4. Invoicing

Purpose of processing: issuing, delivering and recording invoices related to purchases and complying with accounting and taxation obligations.

Legal basis: Article 6(1)(c) GDPR – compliance with a legal obligation to which the Data Controller is subject.

Personal data processed may include:

- billing name;
- billing address;
- other data required by law for issuing an invoice;
- order and invoice details;
- e-mail address where the invoice is issued or delivered electronically.

Billing information is retained for the period prescribed by applicable accounting and taxation legislation.

The webshop uses the Számlázz.hu service for invoicing. The UNAS system automatically transfers the information necessary for issuing the invoice to the invoicing system.

2.5. Online Payment

Online payments in the webshop may be made using **myPOS** or **PayPal**.

During online payment, the customer is redirected to the payment interface of the selected payment service provider.

The Data Controller does not obtain or store the customer's full bank card details, including the full card number or card security code.

Purpose of processing:

- initiating payment;
- linking the payment transaction to the order;
- recording the result of the payment;
- fulfilling the order;
- handling refunds and financial reconciliation where necessary.

Legal basis: Article 6(1)(b) GDPR and, with regard to applicable legal obligations, Article 6(1)(c) GDPR.

Payment service providers may also process information transferred to them or entered directly on their payment interfaces in accordance with their own privacy policies.

The webshop does not currently use CIB Bank for online card payments.

2.6. Delivery

Purpose of processing: delivering ordered products to the customer or to the selected collection point.

The webshop may currently use the following delivery services:

- GLS home delivery;
- GLS ParcelShop;
- GLS EU delivery;
- MPL courier service;
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Legal basis: Article 6(1)(b) GDPR – performance of the sales contract.

Data transferred may include:

- recipient's name;
- shipping address or selected collection point;
- telephone number;
- e-mail address;
- information required to identify the shipment/order;
- amount to be collected in the case of cash on delivery.

The Data Controller transfers or exports the necessary information from the UNAS system to the system of the delivery service selected by the customer.

GLS and Magyar Posta may also process personal data in their own capacity in connection with their postal, logistics and delivery services.

2.7. Withdrawal, Returns, Complaints, Warranty and Statutory Guarantee Claims

Purpose of processing:

- handling withdrawal notices;
- managing returns and refunds;
- handling consumer complaints;
- handling statutory warranty, product warranty and guarantee claims;
- complying with related legal obligations.

Legal basis: depending on the nature of the matter, Article 6(1)(b) GDPR – performance of a contract – and/or Article 6(1)(c) GDPR – compliance with a legal obligation.

Personal data processed may include:

- name;
- contact details;
- address;
- order and invoice information;
- contents of the complaint or claim;
- return and refund information;
- other information necessary to resolve the matter.

Retention periods are determined by the applicable consumer protection, civil law, accounting and other legal requirements relevant to the particular case.

2.8. Newsletter

Visitors and customers may subscribe to the Beastée newsletter through the newsletter subscription form available on the Web Store or during the checkout process by giving their separate and voluntary consent.

Subscription to the newsletter is not a condition of making a purchase.

Purpose of data processing:

- sending newsletters;
- providing information about new products and collections;
- providing information about promotions, offers and other commercial communications.

Legal basis: Article 6(1)(a) GDPR – the consent of the data subject.

Data processed for newsletter purposes:

- name, where provided by the data subject when subscribing to the newsletter;
- email address;
- the fact of subscription and consent, and the data necessary to demonstrate that consent was given.

The name, address, telephone number and other order-related data processed for the performance of an order do not become data processed for newsletter purposes merely because a purchase has been made. Where subscription takes place during the checkout process, only the data necessary for sending newsletters and covered by the relevant consent may be used for newsletter purposes.

Consent may be withdrawn at any time without giving any reason. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

The Controller exports the data of newsletter subscribers from the UNAS system and subsequently uses the system provided by MediaCenter Hungary Kft. to send newsletters.

As a general rule, data processing for newsletter purposes continues until consent is withdrawn. The minimum data necessary to demonstrate that consent was given or withdrawn may be retained for a period corresponding to the limitation period applicable to potential legal claims.

2.9. Abandoned Cart Reminder

The webshop may automatically send a reminder e-mail to registered users who have placed products in their shopping cart but have not completed the purchase.

The sole purpose of the reminder is to facilitate continuation of a purchase process previously initiated by the user.

The abandoned cart reminder does not contain coupons, discounts or separate promotional offers.

Legal basis: Article 6(1)(f) GDPR – the legitimate interest of the Data Controller in facilitating completion of a purchasing process initiated by a registered user.

Personal data processed may include:

- e-mail address;
- user account identifier;
- contents of the shopping cart;
- technical data associated with the shopping cart.

The Data Controller uses these data for this purpose only for as long as necessary to operate the reminder function, unless the same data may lawfully be retained for another purpose and on another legal basis.

The data subject has the right to object to processing based on legitimate interests.

2.10. Favourites and Recently Viewed Products

The webshop may provide “Favourites” and “Recently Viewed Products” functions.

Purpose of processing: improving the usability of the webshop and displaying products previously saved or viewed by the user.

To operate these functions, the system may process identifiers and product identifiers associated with a user account, browser or device.

The use of cookies or similar technologies involving storage of information on, or access to information from, the user's device is governed by the webshop's cookie settings and the cookie provisions of this Privacy Policy.

2.11. Contact by E-mail

The webshop does not operate a separate contact form.

Data subjects may contact the Data Controller by e-mail, including at **hello@beasteemerch.com**.

Purpose of processing: responding to enquiries, administration and communication.

Depending on the subject matter of the enquiry, the legal basis may in particular be:

- Article 6(1)(b) GDPR where the enquiry relates to a contract or steps taken prior to entering into a contract;
- Article 6(1)(c) GDPR where processing is required to comply with a legal obligation;
- Article 6(1)(f) GDPR for other justified customer service or business communications.

The technical infrastructure for the e-mail service is provided by MediaCenter Hungary Kft.

3. Categories of Data Subjects

This Privacy Policy applies in particular to:

- visitors to beasteemerch.com;
- registered users;
- customers and persons placing orders;
- newsletter subscribers;
- persons contacting the Data Controller by e-mail;
- persons exercising consumer, withdrawal, warranty, guarantee or other claims;
- natural persons identified as recipients or contact persons in an order.

4. Children

The webshop is not an online service specifically directed at children.

The Data Controller does not seek to collect children's personal data unnecessarily.

If the Data Controller becomes aware that personal data are being processed without an appropriate legal basis, it will take the measures necessary to regularise or restrict the processing or delete the data, as appropriate.

5. Retention Periods

The Data Controller does not retain personal data indefinitely.

Retention periods depend on the purpose and legal basis of the processing.

In particular:

- data related to performance of a contract are retained until completion of the contract and thereafter for as long as necessary for compliance with legal obligations and the establishment, exercise or defence of legal claims;
- accounting and invoicing records are retained for the period prescribed by applicable legislation;
- newsletter-related processing generally continues until consent is withdrawn;
- user account data are generally retained for as long as the account remains active;
- data relating to complaints, withdrawal, warranty and guarantee matters are retained for the statutory retention period applicable to the particular matter and/or for as long as required for legal claims;
- data processed through cookies and similar technologies are retained for the lifetime specified for the relevant technology or until deletion.

6. Mandatory Data

The webshop indicates on the relevant forms which information is required for fulfilment of an order or provision of a particular service.

If required information is not provided, the Data Controller may be unable to fulfil the order or provide the requested service.

Consent to receive newsletters is voluntary and is not a condition of placing an order.

7. Data Processors, Recipients and Service Providers

The Data Controller uses external service providers in connection with the operation of the webshop.

The data protection role of a particular service provider may depend on the specific processing operation. Some service providers act as processors on behalf of the Data Controller, while others may process personal data under their own responsibility as independent controllers.

7.1. Webshop Platform – UNAS

UNAS Online Kft.

Registered office: 9400 Sopron, Kőszegi út 14, Hungary

Role: provision of the IT system used to operate beasteemerch.com and related technical processing and storage.

7.2. Invoicing – Számlázz.hu

KBOSS.hu Kft.

Role: provision of the Számlázz.hu electronic invoicing system and technical support for invoicing.

The UNAS system automatically transfers the information necessary for issuing invoices to the Számlázz.hu system.

7.3. Online Payment – myPOS

myPOS Limited

The Oval, 160 Shelbourne Road, Dublin 4, D04 E7K5, Ireland

Role: provision of online payment services.

When using myPOS, the customer is redirected to the payment service provider's interface. The Data Controller does not obtain or store full bank card details.

7.4. Online Payment – PayPal

PayPal (Europe) S.à r.l. et Cie, S.C.A.

22-24 Boulevard Royal, L-2449 Luxembourg, Luxembourg

Role: provision of online payment services.

PayPal may process personal data in connection with its own services under its own privacy policy.

7.5. Parcel Delivery – GLS

GLS Hungary

Role: transportation and delivery of ordered parcels and provision of the relevant GLS collection-point services.

The Data Controller transfers the information necessary for delivery to GLS.

7.6. Parcel Delivery – Magyar Posta / MPL / PostaPont

Magyar Posta Zrt.

1138 Budapest, Dunavirág utca 2-6, Hungary

Role: postal parcel delivery, MPL courier delivery and PostaPont services.

Magyar Posta may also process personal data necessary for the provision of postal services under its own responsibility as a data controller.

7.7. E-mail, Domain and Newsletter – MediaCenter

MediaCenter Hungary Kft.

6000 Kecskemét, Erkel Ferenc utca 5, Hungary

Role includes:

- domain-related services;
- technical provision of the Data Controller's e-mail services;
- provision of the system used to send newsletters.

E-mail addresses of newsletter subscribers are exported by the Data Controller from UNAS and newsletters are sent using the MediaCenter system.

7.8. Google

Google Ireland Limited

Gordon House, Barrow Street, Dublin 4, Ireland

The webshop may use Google Analytics, Google Consent Mode and sign-in with a Google account.

Personal data processed in connection with Google's own services are also subject to Google's applicable privacy terms.

7.9. Meta

The webshop uses Meta Pixel and the Data Controller also operates Facebook and Instagram pages.

In connection with Meta services, **Meta Platforms Ireland Limited** and its affiliated companies may process personal data in accordance with their own privacy terms.

8. Persons Authorised to Access Personal Data

Within the Data Controller's organisation, personal data may only be accessed by persons who require access for the performance of their duties.

The Data Controller applies appropriate technical and organisational measures aimed at preventing unauthorised access to personal data.

Personal data are disclosed to external recipients only where an appropriate legal basis exists and only to the extent necessary for the relevant purpose.

9. Automated Decision-Making

The Data Controller does not currently carry out decision-making based solely on automated processing, including profiling, which produces legal effects concerning a data subject or similarly significantly affects them.

Automatic technical rules used in operating the webshop, such as determining shipping conditions based on the value of an order, do not in themselves constitute such automated individual decision-making.

10. Rights of Data Subjects

Data subjects may submit requests relating to the processing of their personal data to **hello@beasteemerch.com**.

Subject to the conditions laid down in the GDPR, data subjects have the right in particular to:

- request information about and access to their personal data;
- request rectification of inaccurate personal data;
- request erasure of their personal data;
- request restriction of processing;
- object to processing in the cases specified by the GDPR;
- exercise the right to data portability where the applicable conditions are met;
- withdraw consent at any time where processing is based on consent;
- lodge a complaint with a supervisory authority;
- seek a judicial remedy.

Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

The Data Controller responds to requests without undue delay and, as a general rule, within one month of receiving the request. In the cases specified by the GDPR, this period may be extended by a further two months, in which case the data subject will be informed of the reasons for the extension.

Measures taken in connection with the exercise of data subject rights are generally provided free of charge.

Where a request is manifestly unfounded or excessive, in particular because of its repetitive character, the Data Controller may, subject to the conditions of the GDPR, charge a reasonable fee or refuse to act on the request.

11. Data Security

The Data Controller implements technical and organisational measures appropriate to the risks associated with the processing in order to ensure an appropriate level of security for personal data.

In particular, the Data Controller seeks to:

- appropriately control access to personal data;
- prevent unauthorised access;
- maintain the confidentiality, integrity and availability of personal data;
- select appropriate service providers;
- reduce the risk of accidental or unlawful loss, alteration, destruction or disclosure of data;
- maintain appropriate protection of the IT systems used.

In the event of a personal data breach, the Data Controller will act in accordance with the applicable provisions of the GDPR.

12. Cookies and Similar Technologies

The webshop uses cookies and similar technologies.

A cookie is a small data file which a website may store in the user's browser or device.

12.1. Strictly Necessary Cookies

These are required for the basic operation of the webshop, for example:

- session management;
- shopping cart operation;
- login;
- security functions;
- remembering cookie choices;
- other essential technical functions of the webshop.

Where a cookie is strictly necessary solely for providing a service expressly requested by the user or for carrying out electronic communications, its use does not depend on consent.

12.2. Analytics Technologies

The webshop uses Google Analytics.

Analytics technologies requiring consent are used only on the basis of the visitor's appropriate consent.

12.3. Marketing Technologies

The webshop uses Meta Pixel.

Marketing technologies requiring consent are activated only on the basis of the visitor's appropriate consent.

12.4. Managing Consent

The webshop's cookie management interface allows visitors to accept or reject non-essential cookies.

The webshop uses Google Consent Mode. The default consent status for storage purposes requiring consent is **Denied**.

Users may subsequently change or withdraw their cookie consent.

The lifetime of cookies depends on the function and configuration of each cookie. Some cookies are deleted at the end of the browsing session, while others may remain on the user's device for a specified period.

13. Google Analytics

The webshop uses Google Analytics to analyse website traffic and the use of the webshop.

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Purposes include:

- measuring webshop traffic;
- statistical analysis of website use;
- improving the operation and user experience of the webshop.

Analytics technologies requiring consent are used on the basis of the visitor's consent.

The webshop uses Google Consent Mode. The default consent status is **Denied**.

Depending on the settings used and the visitor's consent, Google Analytics may process technical and usage information such as device and browser information, online identifiers, approximate geographical information and website interaction events.

Google may also process information in connection with its own services in accordance with its privacy terms.

14. Google Ads

The webshop **does not currently use Google Ads remarketing or conversion tracking services**.

If the Data Controller introduces Google Ads or another Google marketing technology requiring consent in the future, this Privacy Policy and the relevant cookie settings will be updated before such technology is used.

15. Facebook, Instagram and Meta Pixel

The Data Controller operates Facebook and Instagram pages and also uses Meta Pixel on the webshop.

Meta may process personal data in connection with the use of its social media services in accordance with its own privacy terms.

The Data Controller's purposes in relation to its social media presence include:

- presenting Beastée's products and activities;
- communicating with users;
- community interaction;
- handling messages and comments sent by users.

The purpose of Meta Pixel is to measure the use of the webshop and the effectiveness of marketing activities and, depending on the Meta settings used, to manage advertising audiences and campaigns.

Meta Pixel is classified as a **Marketing** technology in the webshop's cookie management system.

Meta Pixel functions requiring consent may only operate after the user has given the appropriate consent.

Depending on the settings used and the user's consent, technical information, device and browser information, online identifiers and event data may be transferred to Meta.

The respective data protection roles of the Data Controller and Meta may differ depending on the particular Meta service and processing operation.

16. Complaints and Legal Remedies

If a data subject believes that the processing of their personal data is not compliant with applicable data protection law, they may first contact the Data Controller:

Beastee Kft.

1163 Budapest, Cziráki utca 26–32, Hungary

E-mail: hello@beasteemerch.com

The data subject also has the right to lodge a complaint with the competent supervisory authority:

**Hungarian National Authority for Data Protection and Freedom of Information
(Nemzeti Adatvédelmi és Információszabadság Hatóság – NAIH)**

Address: 1055 Budapest, Falk Miksa utca 9–11, Hungary

Postal address: 1363 Budapest, P.O. Box 9, Hungary

E-mail: ugyfelszolgalat@naih.hu

Telephone: +36 1 391 1400

Data subjects may also seek judicial remedies under the GDPR and applicable law.

17. Principal Applicable Legislation

The processing of personal data is governed in particular by:

- Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation – GDPR);
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information;
- Act CVIII of 2001 on Electronic Commerce and Information Society Services;
- Act C of 2000 on Accounting;
- Act V of 2013 on the Civil Code;
- Act CLV of 1997 on Consumer Protection;
- Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Commercial Advertising Activities;
- Act C of 2003 on Electronic Communications.

This Privacy Policy is effective from 2 September 2026.