Arbvie Privacy Policy

1. Introduction

The purpose of this Data Processing Notice (hereinafter: "Notice") is to provide you, as a visitor to the Arbive website or a user of the Arbive mobile and web application (hereinafter together: "Data Subject" or "User"), with detailed and transparent information about what personal data we process, for what purpose and on what legal basis the data processing takes place, how long we retain the data, who has access to it, and what rights you have regarding your personal data.

The protection of Users' personal data and respect for the right to informational self-determination is of particular importance to us. We always process data in accordance with applicable Hungarian and European Union regulations, particularly:

- Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation – GDPR), and
- in accordance with the provisions of Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (Infotv.).

The purpose of this Notice is to provide you with complete, clear, and understandable information about how we process, store, and protect the data you entrust to us.

2. Data Controller Information

The data controller responsible for data processing in the Arbive application and the related website:

Müller György Gergely Individual Entrepreneur
Registered Office / Mailing Address: 1034 Budapest, Eső utca 3., Hungary
Email: muller.gyorgy.gergely@gmail.com
Website: https://www.arbive.com/

The Data Controller is responsible for ensuring that the processing of personal data handled during the operation of the Arbive service always complies with applicable data protection regulations, particularly the provisions of GDPR and Infotv.

3. Scope of Processed Personal Data, Purpose, Legal Basis, and Duration of Data Processing

The Data Controller processes various types of personal data during the operation of the Arbive service. Below we describe the most important data processing operations by purpose, legal basis, and retention period.

3.1. Contact (Contact Form, via Email)

Processed Data:
Name, email address, subject and content of the message, and any other data that the User voluntarily provides.

Purpose of Data Processing:
Maintaining contact, handling inquiries, answering questions, providing information about the service.

Legal Basis for Data Processing (GDPR):

- Data Subject's consent (GDPR Article 6(1)(a)), which is given by sending the message.
- If the contact aims at creating a contract: performance of pre-contractual steps (GDPR Article 6(1)(b)).

Retention Period:
Until the inquiry is closed or consent is withdrawn.
In case of contract conclusion, the data is retained for the duration of the contract and until the statute of limitations according to applicable laws (generally 5 years).

3.2. Use of Arbive Application and Subscription Management

Processed Data:

- Name
- Email address
- Subscription-related data (type, duration, status)
- System usage information
- Messages, feedback, uploaded content, generated documents
- Billing information (address, company name, tax number – if relevant)

Purpose of Data Processing:

- Providing and operating the Arbive service
- Managing user accounts
- Fulfilling subscription and billing
- Sending system notifications
- Handling user feedback, supporting development
- Marketing communication (with consent)

Legal Basis for Data Processing:

- Performance of contract (GDPR Article 6(1)(b))
- Consent (GDPR Article 6(1)(a)) for newsletters, marketing messages, optional features
- Legitimate interest (GDPR Article 6(1)(f)), e.g., preventing abuse, security improvement of the service

Retention Period:

- For the existence of the user account
- After subscription termination, until the statute of limitations for legal claims (generally 5 years)
- For marketing purposes, until consent is withdrawn

3.3. Marketing and Analytics Data Processing (Cookies and Trackers)

During visits to the website, third-party services and cookies may be used for statistical, analytical, and marketing purposes. These technologies typically collect anonymized or pseudonymized data.

Tools Used May Include:

- Google Analytics – visitor statistics, anonymized user behavior
- Google Tag Manager – managing tags and tracking codes
- Google Ads – measuring advertising effectiveness, remarketing
- PostHog – user behavior analysis, session recording

Legal Basis: Consent (GDPR Article 6(1)(a))

Retention Period: Until consent is withdrawn

4. Data Processing Methods

Personal data is processed using automated and manual methods, in compliance with data protection regulations. The Data Controller uses appropriate technical and organizational measures to protect personal data.

5. Data Transfer and Data Processors

The Data Controller may use data processors to provide the service. Data processors act on behalf of and under the instructions of the Data Controller. The Data Controller ensures that data processors comply with data protection regulations.

Data Processors May Include:

- Hosting service providers
- Payment service providers (Stripe)
- Email service providers
- Analytics service providers (Google Analytics, PostHog)

6. Data Subject Rights

Under GDPR, you have the following rights regarding your personal data:

- **Right of Access:** You have the right to obtain information about whether your personal data is being processed and, if so, access to that data.
- **Right to Rectification:** You have the right to request the correction of inaccurate personal data.
- **Right to Erasure:** You have the right to request the deletion of your personal data under certain conditions.
- **Right to Restriction of Processing:** You have the right to request the restriction of processing under certain conditions.
- **Right to Data Portability:** You have the right to receive your personal data in a structured, commonly used format.
- **Right to Object:** You have the right to object to the processing of your personal data in certain cases.
- **Right to Withdraw Consent:** If processing is based on consent, you have the right to withdraw it at any time.

To exercise these rights, please contact us at: muller.gyorgy.gergely@gmail.com

7. Data Security

The Data Controller implements appropriate technical and organizational measures to protect personal data against unauthorized access, alteration, disclosure, or destruction. These measures include encryption, access controls, and regular security assessments.

8. Changes to the Privacy Policy

The Data Controller reserves the right to modify this Privacy Policy. In case of significant changes, Users will be notified directly.

The current version is always available on the Website.

9. Applicable Legislation

The processing of personal data is governed particularly by the following legislation:

- Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR)
- Act CXII of 2011 (Infotv.)
- Act V of 2013 – Civil Code (Ptk.)
- Act CVIII of 2001 – Eker tv. (electronic commerce)
- Act XLVIII of 2008 – Grtv. (economic advertising activity)

10. Cookies

The Arbive website uses cookies ("cookies") to ensure the proper functioning of the website, improve user experience, and enable statistical and marketing analyses.

A cookie is a small data file that the website places on the User's device. Cookies are not suitable for directly identifying the user's identity, but they enable the recognition of browsing habits, preferences, and the creation of aggregated statistics.

10.1. Types and Purposes of Cookies

(1) Cookies Necessary for Website Operation

These cookies are essential for the basic functions of the site (e.g., login, forms, security features).

These cookies are automatically loaded; visiting the website constitutes consent to their use.

Main Purposes:

- Supporting the login process
- Operating security features
- Ensuring website technical operation

(2) Preference and Functional Cookies (with consent)

These cookies enable, for example, remembering the selected language or preserving browsing settings.

Main Purposes:

- Remembering user settings
- Managing language preferences
- Improving browsing experience

(3) Performance, Analytics, and Statistical Cookies (with consent)

With these cookies, the Data Controller can learn:

- How visitors use the website
- Which pages they view
- Which functions perform well or poorly

This data appears in the form of aggregated, anonymous statistics.

Tools Used May Include:

- Google Analytics
- PostHog
- Other analytics or session recording providers

(4) Marketing and Remarketing Cookies (with consent)

These cookies enable:

- Displaying relevant, personalized advertisements
- Running remarketing campaigns on platforms such as Facebook/Meta, Google, YouTube, etc.

Main Purpose: Displaying advertisements based on the User's online behavior (with consent).

Service Providers Used May Include:

- Google Ads, Google Marketing Platform
- Meta (Facebook) Pixel
- YouTube tracking cookies
- Other marketing partners

Detailed rules regarding third-party cookies are contained in the respective service providers' own privacy policies.

10.2. Consent to Cookie Use

On the first visit to the website, a cookie popup window appears that:

- informs the user about cookie use
- provides the option to enable or reject convenience, statistical, and marketing cookies

Cookies necessary for operation are loaded automatically.

Convenience, analytics, and marketing cookies are only activated if the user explicitly enables them.

10.3. Modifying Cookie Settings

The User may at any time:

- withdraw their consent
- modify cookie settings
- delete or disable cookies in their browser

Most browsers provide detailed settings (e.g., Chrome, Firefox, Safari, Edge).

Completely disabling cookies may result in improper functioning of certain website features.

Further information about cookies is available on the following pages:

- https://www.allaboutcookies.org
- https://www.aboutcookies.org
- Wikipedia: "HTTP cookie"
- NAIH: https://naih.hu

10.4. Managing Third-Party Cookies

For Google and other major service providers, users can also regulate advertising cookies on their own settings pages:

- Disable Google Ads cookies: https://adssettings.google.com

- Disable general external advertisers: http://www.networkadvertising.org/choices/

10.5. Cookie Acceptance

By using the website, the User accepts the application of cookies necessary for the operation of the site.

By clicking the "Accept" button in the cookie popup, the User may also consent to the application of convenience, statistical, and marketing cookies.

Effective Date: January 1, 2026