

Cookie Policy – e-cargoo.com

Effective date: 01 January 2026

Version: v1.0

Last updated: 01 January 2026

1. Data Controller / Platform Operator

The operator and data controller of the e-cargoo.com platform is:

ECGO Group Kft.

Registered seat: 1144 Budapest, Kerepesi út 140–142, 9th floor, Office 119, Hungary

Company registration number: 01-09-451423

Tax number: 32957420-2-42

General contact: ecgogroup@ecgogroup.hu

Postal address: 1144 Budapest, Kerepesi út 140–142, 9th floor, Office 119, Hungary

Note: This Cookie Policy applies to cookies and similar technologies. The processing of personal data beyond cookies is governed by our Privacy Policy.

2. Scope of this Policy

This Cookie Policy applies to:

- the **e-cargoo.com** website and its subdomains,
- the web application and administrative interface of the platform,
- and tracking technologies embedded in emails sent by the platform (in particular **Google Analytics**), which are used to measure email opens, link clicks and user interaction (see Section 10).

3. What are cookies and “similar technologies”?

Cookies are small text files stored on the user’s device via the web browser. Cookies may be:

- **session cookies**, which are deleted when the browser is closed,
- **persistent cookies**, which remain on the device for a predetermined period.

“**Similar technologies**” include localStorage, sessionStorage, SDKs, pixels, tags and embedded scripts (e.g. analytics and advertising technologies) that store information on or access information from the user’s device.

4. Why do we use cookies?

We may use cookies for the following purposes (the actual use is detailed in the categories listed in Section 6):

- ensuring the secure operation of the platform and managing authentication (session management, CSRF protection, fraud prevention),
- remembering user preferences (e.g. language, timezone, filters),
- statistical and analytical purposes in order to improve the performance and usability of the platform,
- providing marketing, remarketing and social media functionalities, including integrations with and content sharing to **Facebook, Instagram, YouTube and LinkedIn**.

These purposes are consistent with the practices of other freight and logistics platforms that use analytics, advertising and social media functionalities to operate and promote their services.

5. Legal basis for the use of cookies

The legal basis for the use of cookies depends on whether they are necessary for the operation of the platform.

5.1 Strictly necessary cookies (technical / operational / security)

- **Legal basis:** legitimate interest and/or necessity for the provision of the service.

5.2 Non-essential cookies (preferences, analytics, marketing)

- **Legal basis:** the user's consent (opt-in).
- These cookies are activated **only if** the user explicitly accepts them via the cookie banner or enables them in the "Settings" panel.

6. Cookie categories (detailed)

The e-cargoo.com platform uses the following cookie categories in its cookie banner, and consent is requested separately for each category.

6.1 Strictly necessary cookies (always active)

Purpose: core operation of the website and platform, security, authentication, load balancing, error handling, fraud prevention and storage of consent status.

Disabling: possible via browser settings, however the platform may not function properly.

6.2 Functional / preference cookies (optional)

Purpose: remembering settings and improving user experience (e.g. language, region, timezone, table view, saved filters).

6.3 Analytics / statistical cookies (optional)

Purpose: measuring traffic and improving performance and usability.

Examples:

- Google Analytics: `_ga` (2 years), `_gid` (24 hours), `_gat` (1 minute)

Important: analytics cookies are used only after the user has provided prior consent.

6.4 Marketing / advertising cookies (optional)

Purpose: advertising measurement, remarketing, conversion tracking and targeted campaigns.

Examples:

- Meta/Facebook: `_fbp` (3 months)
- Google Ads: `_gcl_au` (90 days)
- LinkedIn Insight: `li_gc`, `li_sugr` (depending on the provider)

Important: marketing cookies are used only on the basis of user consent.

7. Specific cookie list

The current list of cookies used by the platform is available in the “**Cookie settings**” section of the cookie banner, where the following information is provided at cookie level:

- cookie name,
- category,
- provider (first party / third party),
- purpose,

- lifetime.

Example (first-party technical setting):

- Cookie name: ecargoo_landing_lang
- Category: functional (localStorage)
- Provider: ECGO Group Kft. (first party)
- Purpose: storing the website language
- Lifetime: until browser data is deleted

8. Consent management (opt-in, withdrawal, logging)

8.1 Providing consent

On the first visit to the website, a cookie banner is displayed, where the user may:

- accept all non-essential cookies,
- reject non-essential cookies,
- or customize settings by category.

8.2 Withdrawal of consent

The user may modify or withdraw consent at any time:

- via the “**Cookie settings**” link available in the website footer or user account,
- or by deleting cookies stored in the browser.

8.3 Consent logging

In order to ensure compliance, we may record the user’s consent status (e.g. enabled categories, timestamp, policy version), typically in a consent cookie and/or server-side logs.

9. Managing cookies via the browser

Cookies can be deleted or blocked via browser settings.

Please note that disabling strictly necessary cookies may affect the functionality of the platform.

10. Third parties, data transfers and joint controllership

If the user enables analytics or marketing cookies, third parties (e.g. analytics and advertising service providers) may access certain data (e.g. online identifiers, device information).

Typical third parties:

- Google (Analytics, Ads) – role: data processor and/or independent controller
- Meta (Facebook, Instagram) – independent controller
- LinkedIn – independent controller
- YouTube (Google) – independent controller

In certain cases, personal data may be transferred outside the European Economic Area (EEA). In such cases, data transfers are carried out with appropriate safeguards in accordance with the GDPR (e.g. Standard Contractual Clauses – SCCs).

11. Cookie retention period

- session cookies: until the browser is closed,
- persistent cookies: for the period specified in the cookie.

12. Amendments to this Policy

We reserve the right to amend this Cookie Policy in case of technological or legal changes.

The current version is always published on the website.

13. Contact

For privacy-related questions, please contact us at:
ecgogroup@ecgogroup.hu