

Dropa - Cookie Policy

Dropa Consulting Kft.

Effective date: 29 July 2026 Last updated: 29 July 2026

1. Introduction

This Cookie Policy explains how Dropa Consulting Kft. ("Company", "we", "us") uses cookies and similar technologies on the Dropa platform available at [dropa.space](#) (the "Platform"). It should be read together with our Privacy Policy and Terms of Service.

2. What Are Cookies

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites function, to remember your preferences, and to provide information to the website operator, including for analytics and marketing purposes. Similar technologies (e.g., local storage, tracking pixels, and software development kits) may be used for equivalent purposes and are covered by this Policy.

3. Categories of Cookies We Use

3.1 Strictly necessary cookies. These cookies are essential for the Platform to function (e.g., keeping you logged in, remembering your session, and enabling core security features) and cannot be switched off. They are not set on the basis of your consent, as they are necessary to provide the Service you have requested.

3.2 Analytics / performance cookies. These cookies help us understand how Users interact with the Platform (e.g., which pages are visited, session behavior, and feature usage) so that we can measure and improve the Service. We currently intend to use Google Analytics 4 (GA4), PostHog, Mixpanel, and Hotjar for this purpose (see Section 4). These cookies are set only with your consent.

3.3 Marketing cookies. We may in the future use marketing or advertising cookies to measure the effectiveness of campaigns and to show more relevant content. No specific marketing platform has been selected as of the effective date of this Policy; this Policy will be updated with the specific cookies used once such a platform is selected. Marketing cookies will only be set with your prior consent.

4. Cookie List

The table below lists the cookies we currently intend to use, together with their provider, category, purpose, and typical retention period. Exact cookie names and retention periods are set by each third-party provider, may vary based on configuration, and may change over time; we will review and update this table whenever we add, remove, or reconfigure an analytics or marketing tool.

Cookie / Identifier	Provider	Category	Purpose	Typical Retention
Session / authentication cookie (e.g., session_id, auth_token)	Dropa (first-party)	Strictly necessary	Keeps you logged in and maintains session security.	Session, up to 30 days
Anonymous browser identifier (e.g., wishlist "last sent from this browser")	Dropa (first-party)	Strictly necessary / functional	Recognizes repeat anonymous visits to prevent duplicate submissions (see Privacy Policy, Section 3.5).	Up to 12 months
_ga	Google Analytics	Analytics	Distinguishes unique users for analytics	Up to 24 months

	4 (GA4)		reporting.	
ga<id>	Google Analytics 4 (GA4)	Analytics	Persists session state for GA4 reporting.	Up to 24 months
ph_<id>_posthog	PostHog	Analytics	Stores a unique visitor/user ID and session data for product analytics.	Up to 12 months
mp_<id>_mixpanel	Mixpanel	Analytics	Stores a unique visitor/user ID for product analytics.	Up to 12 months
hjSessionUser<id>	Hotjar	Analytics	Identifies a unique Hotjar user ID, persisted across sessions.	Up to 12 months
hjSession<id>	Hotjar	Analytics	Holds data for the current session (e.g., page views, events).	30 minutes
Marketing cookies (platform not yet selected)	To be confirmed	Marketing	Reserved for future use; will be listed here once a marketing/advertising platform is selected.	To be confirmed

5. Legal Basis and Consent Management

5.1 Strictly necessary cookies are set on the basis of our legitimate interest in operating the Platform and providing the Service you requested, and do not require your consent.

5.2 Analytics and marketing cookies are set only on the basis of your prior consent, in accordance with applicable law, except to the extent any such cookie qualifies as strictly necessary.

5.3 Consent banner. When you first visit the Platform, you will be presented with a cookie consent banner allowing you to accept all cookies, reject all non-essential cookies, or customize your choices by category (analytics, marketing). No cookie consent management platform has been selected as of the effective date of this Policy; this Section will be updated with the name of the tool once implemented.

5.4 Managing your choices. You can change or withdraw your consent at any time via the cookie preference settings available on the Platform (e.g., a "Cookie Settings" link in the footer), or by adjusting your browser or device settings to block or delete cookies. Please note that blocking strictly necessary cookies may affect the functioning of the Platform.

5.5 We keep a record of your consent choices (e.g., the category selected and the date given) for as long as necessary to demonstrate compliance with applicable law, and in any event no longer than the retention period applicable to the underlying cookie category.

6. Third-Party Providers and International Transfers

The analytics providers referred to in this Policy (Google Analytics 4, PostHog, Mixpanel, and Hotjar) may process data collected via cookies outside the European Economic Area, including in the United States. Where this occurs, we rely on appropriate safeguards under Chapter V of the GDPR, in particular the European Commission's Standard Contractual Clauses and/or the relevant provider's applicable compliance framework, consistent with Section 6 of our Privacy Policy.

7. Changes to this Cookie Policy

We may update this Cookie Policy from time to time, in particular whenever we add, remove, or reconfigure a cookie, an analytics tool, or a marketing platform. Material changes will be notified via the Platform, and the "last updated" date above will be revised accordingly.

8. Contact

Droppa Consulting Kft.

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