



EstiWise

Cookie Policy

Last updated: October 7, 2026

This Cookie Policy explains what cookies and similar technologies are, which ones We use on estiwise.ai and its subdomains, for what purposes, and how You can give, change or withdraw Your consent.

Cookies do not typically contain information that identifies You directly, but personal information We hold about You may be linked to the information stored in and obtained from cookies. For details on how We process personal data, see our [Privacy Policy](#).

We do not store sensitive personal information, such as mailing addresses or passwords, in cookies.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Cookie Policy:

- **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Cookie Policy) refers to CommIT Smart Kft., Ács utca 1., 8200 Veszprém, Hungary.
- **Cookies** means small text files that are placed on Your computer, mobile device or any other device by a website.
- **Similar technologies** means the browser's local storage (localStorage, IndexedDB), tags and pixels. This policy applies to them as well, so the term "cookies" below includes them.
- **Website** refers to EstiWise, accessible from <https://estiwise.ai> and its subdomains, including the EstiWise admin interface (<https://admin.estiwise.ai>).
- **You** means the individual accessing or using the Website, or a company, or any legal entity on behalf of which such individual is accessing or using the Website, as applicable.

The Use of Cookies

Types of Cookies

Cookies can be **persistent** or **session** cookies. Persistent cookies remain on Your device until they expire, even after You close Your browser, while session cookies are deleted as soon as You close Your browser.

Cookies may be set by the Website itself (**first-party cookies**) or by the service providers We use, such as Google or Meta (**third-party cookies**).

Cookie Categories

We use the following four categories on the Website. The same categories appear in the cookie banner and the cookie settings.

- **Necessary:** cookies essential for the Website to work, for security (for example, to filter out abuse and bots), to remember Your language, to keep You signed in, and to store Your cookie choice. They are always active and cannot be turned off.
- **Analytics:** measuring traffic and how the Website is used (Google Analytics 4), so that We can improve it. Used only with Your consent.
- **Marketing:** advertising and remarketing cookies (Google Ads, Meta Pixel) used to measure the effectiveness of ads and to show targeted ads. Used only with Your consent.
- **Preferences:** cookies that provide a personalized experience. Used only with Your consent.

Cookies We Use

Name	Provider	Category	Purpose	Expiry
ccm_consent	EstiWise (first party)	Necessary	Stores Your cookie choice. It is valid on every estiwise.ai subdomain, so You do not have to choose again on admin.estiwise.ai, for example.	180 days
pll_language	EstiWise (first party)	Necessary	Remembers the language You selected on the Website.	1 year
_grecaptcha (local storage)	Google (reCAPTCHA)	Necessary	Protects forms and sign-in against bots and abuse.	persistent
Sign-in data (local storage), i18nextLng	EstiWise (first party, Google Firebase)	Necessary	Keeps You signed in on admin.estiwise.ai and remembers the interface language.	until sign-out / persistent
__stripe_mid, __stripe_sid	Stripe	Necessary	Secure payments and fraud prevention on subscription pages.	1 year / 30 minutes
_ga	Google (Google Analytics 4)	Analytics	Distinguishes visitors for statistical purposes.	2 years
_ga_EQRYGBXVT0	Google	Analytics	Keeps session state for	2 years

	(Google Analytics 4)		statistical purposes.	
_gcl_au, _gcl_ls (local storage)	Google (Google Ads)	Marketing	Measures ad clicks and conversions.	90 days / persistent
_fbp, lastExternalReferrer (local storage)	Meta Platforms (Meta Pixel)	Marketing	Links visits to Meta ads and measures ad effectiveness.	90 days / persistent

If You consent to analytics or marketing cookies, Google and Meta may also set cookies on their own domains (such as google.com, doubleclick.net and facebook.com). For details, see their own policies: [Google](#), [Meta](#).

Legal Basis

We use necessary cookies without Your consent, to the extent strictly necessary for the Website to work (Section 155(4) of Hungarian Act C of 2003 on Electronic Communications and Article 6(1)(f) GDPR). We use analytics, marketing and preference cookies only with Your prior consent (Article 6(1)(a) GDPR).

Giving, Changing and Withdrawing Consent

- On Your first visit, the Website shows a cookie banner. You can choose **Accept all** or **Necessary only**, or decide per category with **Settings**.
- Until You choose, analytics and marketing measurement is off: Google services start in the "denied" state under Google Consent Mode v2, and the Meta Pixel starts with consent revoked.
- We store Your choice for 180 days in the ccm_consent cookie. The choice applies to every estiwise.ai subdomain.
- You can change or withdraw Your choice at any time by clicking the cookie icon in the bottom-left corner of the screen. Withdrawing consent does not affect the lawfulness of processing before the withdrawal.

Browser Settings

You can also block or delete cookies in Your browser settings. If You block necessary cookies as well, some features of the Website may not work properly. Help pages of the major browsers:

- **Chrome:** <https://support.google.com/chrome/answer/95647>
- **Edge:** [Manage cookies in Microsoft Edge](#)

- **Firefox:** <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- **Safari:** <https://support.apple.com/guide/safari/sfri11471/mac>

For any other browser, please visit Your browser's official help pages.

Transfers Outside the European Union

Google and Meta may process data collected through analytics and marketing cookies outside the European Union, including in the United States. These providers participate in the EU-U.S. Data Privacy Framework, which ensures an adequate level of protection under the European Commission's adequacy decision.

Changes to This Policy

We may update this Cookie Policy when the Website or the law changes. The current version is always available on the Website, with the date shown at the top of the document.

Contact Us

If You have any questions about this Cookie Policy, You can contact Us:

- **By email:** info@commitsmart.com
- **Contact form:** <https://commitsmart.com/contact>

You may also lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information (NAIH, <https://naih.hu>).