

Terms and conditions | Marketing Summit 2025

The present General Terms and Conditions (referred to as "**GTC**") apply to the website of the Hungarian Marketing Association (referred to as "**MMSZ**") and POSITIVE by Hinora Group Kft. hu (referred to as "**Website**"), and the rights and obligations of the persons applying for the Conference (referred to as "**Applicants**") (MMSZ, Positive and Applicants hereinafter collectively referred to as the referred to as "**Parties**") in connection therewith.

By registering for the Conference, the Applicant declares that he/she understands these GTCs and accepts and agrees to be bound by them. If the Applicant does not accept these Terms and Conditions, he/she may not apply for and participate in the Conference.

1. General information, conclusion of the contract between the Parties

The Conference is organised by the Hungarian Marketing Association and POSITIVE by Hinora Group Kft.

Details of the MMSZ:

Headquarters: 1062 Budapest, Délibáb street 29.

E-mail address: marketing@marketing.hu

Phone number: + 36 30 297 2139

Tax number: 19651848-2-42

Court registration number: 01-02-0003196

Details of Positive:

Registered office: 1062 Budapest, Délibáb street 29.

E-mail address: info@positive.hu

Phone number: +36 30 297 2139

Tax number: 13523439-2-42

Company registration number: 01-09-739724

The organisers of the Conference are hereinafter collectively referred to as the "Organisers".

2. GTC fully regulate the rights and obligations of the Parties in relation to the registration for the Conference.

3. The Organisers declare and the Applicant expressly accepts that, where no paper-based written communication between the Organisers and the Applicant is required by law or by the GTC, the Parties accept that e-mail messages are written. The Parties agree to the foregoing with the understanding that they expressly acknowledge that the legal relationship between them is based on online cooperation (registration for the Conference by online contracting) and that therefore the basis of communication between them is by e-mail.

4. You may register for the Conference electronically via the Website in the manner set out in these GTC.

5. The contract for participation in the Conference is concluded between the Parties upon confirmation of the application by the MMSZ. The contract concluded does not constitute a written contract and will not be filed and therefore not be accessible afterwards. The conclusion of the contract is evidenced by the electronically saved registration data and the invoice issued, which are kept by the Organisers for the period specified in the legislation on accounting and taxation. The contract between the Parties is concluded in English.

6. The Applicant is solely responsible for the accuracy, timeliness and truthfulness of the data provided during the application process. The Organisers exclude any liability arising from the incorrectness, typographical errors or the provision of false information on the Website.

2. Registration

1. Detailed information about the Conference is available on the Conference website. If you require more information about the Conference than is available on the Website, please contact us at marketing@marketing.hu.
2. The Conference registration fee will be indicated on the Website. The net cost of attending the Conference plus VAT will be charged.
3. The Organisers reserve the right to change the Conference registration fee, provided that the change will take effect at the same time as the change is published on the Website. The change will not adversely affect the Conference registration fee if the Applicant has already submitted his/her application before the change in the registration fee, and the Applicant will therefore pay the price shown on the Website at the time of submission of the application.
4. If, despite all reasonable care on the part of the Organisers, an incorrect price is displayed on the Website, in particular a price which is obviously incorrect, the Organisers are not obliged to offer participation in the Conference at the incorrect price, but may offer participation in the Conference at the correct price, in the knowledge of which the Applicant may withdraw from the purchase.
5. Applications sent via the Website will only be accepted by the Organisers if the Applicant fully completes all the fields required for registration on the Application Form. The Promoters shall not be liable for any delays or problems or errors resulting from any incorrect and/or inaccurate application details provided by the Applicant.
6. The Organisers reserve the right to reject any application.

3. Procedure of application:

1. Applicants can apply for the Conference by filling in the Application Form available on the Website. When filling in the Registration Form, the Applicant is required to provide the following information: full name of the participant; title of the participant; telephone number of the participant, e-mail address of the participant; name of the contact person, telephone number of the contact person; e-mail address of the contact person; title of the contact person; company name, billing name; billing address; tax number; postal name; postal address; type of ticket; method of payment. The Applicant can submit their application by clicking on the "Register" button. By submitting an application, the

Applicant accepts all the provisions of these GTC and the Privacy Policy available on the Website.

2. MMSZ will send a confirmation to the email address provided by the Applicant during the application process, containing the application details and billing information, within 48 hours of receipt of the application. If the Candidate discovers any errors or mistakes in the data contained in the confirmation, he/she may notify the MMSZ by e-mail to marketing@marketing.hu.
3. In case of payment by bank transfer, the Participant must pay the Conference fee within the deadline specified in the confirmation e-mail by bank transfer to the account number indicated in the e-mail. If the confirmation is not received by the Applicant within 48 hours, the Applicant's bid or any obligation shall automatically terminate without any further conditions and the Applicant shall not be bound by the application and shall not be obliged to participate in the Conference. If the Applicant fails to pay the Conference registration fee by the deadline for payment set out in the confirmation e-mail, the Applicant shall be subject to the cancellation conditions set out in the cancellation conditions.

4. Terms of payment:

1. The Applicant shall pay the participation fee by transfer to the bank account of the MMSZ (MBH Duna Bank Zrt. 58600551-11170918) within 8 days after sending the e-mail. The date of payment of the participation fee is the date when the participation fee amount is credited to the MMSZ bank account.
2. Immediate payment of the participation fee is also possible by credit card transfer from the registration area of marketingsummit.hu Related data management information can be found in the data management information. The detailed Privacy Policy of the Organisers can be found on the Website.

5. Rights and obligations of the Parties

1. The Applicant has the right to attend the Conference, to take notes and to use the materials for his/her own purposes. The Candidate cannot borrow, hire or lease the Conference materials. The Candidate is not entitled to transfer any of his/her rights under these Terms and Conditions.

1.2 By registering, the Registrant acknowledges and agrees to participate in the Conference in accordance with current health safety and government regulations. The Organiser is not liable for any resulting damage to the Registrant.

1.3 It is possible to change the identity of the Candidate attending the Conference by e-mail or post until the day before the Conference, even after payment has been received.

1.4 No audio, visual or video recording of any kind is permitted at the Conference without the written permission of the MMSZ. Any breach of this clause will result in the suspension of the Candidate's participation in the Conference. In such a case, the Organizers will not refund the Conference participation fee.

1.5 Photographers, videographers and reporters commissioned by the Organisers will be working during the Event. By participating in the Conference, the applicant agrees to the publication of any pictures, recordings or interviews made with him/her.

6. Rights and obligations of the Organisers

2.1 The Organisers may refuse to admit a Participant whose registration fee has not been credited to the MMSZ bank account on the day before the Conference.

2.2 The Organisers reserve the right to cancel the Conference if the minimum number of applicants is not reached or in the event of a force major event. In such a case, the MMSZ undertakes to notify the applicants of the cancellation of the Conference as soon as possible and to refund the full amount of the registration fee to the applicants within 8 days of the date of notification.

2.3 Although the Organisers will use their best efforts to ensure that the Conference is held in accordance with the programme as previously announced, they reserve the right to change the programme of the Conference without prior notice, including, but not limited to, changing the theme or speaker of a presentation, changing the order of presentations, cancelling a presentation, etc.

2.4 The Organisers exclude all liability for any material or non-material damage that may arise as a result of the changes set out in clauses 5.2.2 and 5.2.3.

2.5 Participants may cancel their participation without any obligation to pay up to 2 weeks after registration, provided that registration is made by 31 July 2025. However, cancellations will not be accepted for registrations received after 1 August 2025. Any registration fee paid will be refunded only if the cancellation is received in accordance with the above conditions.

6. Data protection

The Organisers will treat any personal data in their possession as confidential and will use it only for the purposes set out in the Data Privacy Notice on the Website. When processing your data, we will respect the data protection legislation in force at the time. The detailed Privacy Notice is available on the Website.

7. Copyright

7.1 The materials, publications, presentations and all their components (hereinafter referred to as "Intellectual Property") published in the framework of the Conference are protected by copyright, which is owned by the MMSZ or the individual speakers. The MMSZ or the Speakers reserve the right to reproduce and distribute the Intellectual Works by any method or technique.

7.2 MMSZ or the Performers grant to the Applicant a non-exclusive and non-transferable license to use the Intellectual Works exclusively for its own personal use in accordance with their intended purpose. The Applicant is not allowed to modify, reproduce or distribute the

Intellectual Works. The Intellectual Property must not be lent, hired out or leased by the Applicant, nor may the Applicant transfer the rights granted to the Applicant under these GTC.

7.3 Any commercial exploitation of the Intellectual Works online or via any digital or analogue media (e.g. CD, DVD, BLUE-RAY, HD-DVD, VHS, MINI-DV cassette, etc.), including but not limited to the sale, distribution or sale in any form, is strictly prohibited. It is also prohibited to modify, adapt, incorporate into any other work, publication or website, whether in electronic or any other form, any part of the Intellectual Works.

7.4 The MMSZ or the performers may revoke the license if the Applicant breaches the terms and conditions of this clause. In such case, the Applicant shall destroy all copies and components of the Intellectual Works in its possession.

8. Complaints handling, customer service

1. In case of any questions or comments regarding the Website, the Conference advertised on the Website or the submitted applications, the Candidate may contact the MMSZ customer service at the e-mail address marketing@marketing.hu.

2. The Applicant has the possibility to lodge a complaint regarding the services provided by the MMSZ electronically at the e-mail address marketing@marketing.hu. Complaints received will be dealt with by the MMO within 30 days and the Registrant will be informed of the outcome in writing to the contact details provided by the Applicant.

3. If the Applicant's complaint is rejected in whole or in part, or if the time limit set above for the investigation of the complaint has elapsed without result, the Applicant may refer the matter to the following authorities and bodies:

Government Office of the Capital City Budapest

Technical, Licensing and Consumer Protection Department, Consumer Protection Division

1052 Budapest, Városház u. 7.

Postal address: 1364 Budapest, PO Box 144.

Phone number: +36-1 450-2598

E-mail: fogyved_kmf_budapest@bfkh.gov.hu

Budapest Arbitration Board

Address: 1016 Budapest, Krisztina krt. 99.

Phone number: +36 (1) 488-2131

Fax number: +36 (1) 488-2186

E-mail: bekelteto.testulet@bkik.hu

If the dispute cannot be settled by one of the above methods or other negotiated means, the Customer may apply to the courts.

The Applicant has the possibility to initiate an out-of-court settlement of a complaint about a product or service purchased online through an online dispute resolution procedure. You can

initiate an online dispute resolution procedure on the following website, which also provides detailed information on the possibility and conditions of online dispute resolution: [link](#)

9. Other provisions

9.1 MMSZ will use all reasonable and reasonable efforts to operate the Website in a safe and secure manner, but makes no representations or warranties of any kind, express or implied, as to the security, freedom from computer viruses, spyware or other harmful programs, timeliness, accuracy or uninterrupted operation of the Website. In connection with the use of the Website, the MMSZ recommends that Applicants take the necessary precautions: use virus and spyware protection software with an up-to-date database, install operating system security updates. Registration for the Conference on the Website implies an understanding of the technical and technological limitations of the Internet and an acceptance of the potential for error inherent in the technology.

9.2 The Organisers shall not be liable for any loss or damage of any kind incurred as a result of accessing the Website. The Applicant is responsible for protecting his/her computer and the data on it.

9.3 The MMSZ will send a confirmation message to the Applicant once the application has been accepted. The Organisers will not be liable for any damages in the following cases.

9.4 In particular, the provisions of Act CVIII of 2001 on certain aspects of electronic commerce services and information society services ("Act on electronic commerce services"), Government Decree 45/2014 (26.11.2014) on the detailed rules of contracts between consumers and businesses and Act V of 2013 on the Civil Code shall apply to the registration for the Conference on the Website.

9.5 The present GTC shall be valid for an indefinite period of time and shall remain in force until amended or revoked after its entry into force. The Organisers may unilaterally amend the terms and conditions of these GTC at any time. Any amendment shall enter into force at the same time as it is published on the Website.

9.6 The contracting parties shall make every effort to settle any disputes by negotiation. If the dispute cannot be settled by negotiation, the Applicant may submit the dispute to the Budapest Chamber of Commerce and Industry's Conciliation Board (headquarters: 1016. Budapest, Krisztina krt. 99., III. floor. 310., mailing address: 1253 Budapest, PO Box 10.).

Budapest, May 2025.

Hungarian Marketing Association, Positive by Hinora Group Kft.

Organizers