

Privacy Policy | Marketing Summit 2025

The Hungarian Marketing Association (hereinafter referred to as "MMSZ") and Positive by Hinora Group Kft. (hereinafter referred to as "Positive"), as the operators of the website www.marketingsummit.hu (hereinafter referred to as "Website"), hereby publish the rules, data protection, data management principles and information on data management in connection with the registration for the Marketing Summit Hungary conference (hereinafter referred to as "Event") announced through the Website.

By registering on the Website, the registering users (hereinafter referred to as "User") acknowledge all the terms and conditions set out in this Privacy Policy (hereinafter referred to as "Policy"), and therefore please read this Policy carefully before registering.

Only persons over the age of 18 are entitled to submit data on the Website.

1. Data of the Data Controllers

The data are processed by **MMSZ** and **Positive** as joint controllers, in accordance with the joint data processing agreement between them. The joint controllers provide the substance of the agreement, in particular the role of the joint controllers vis-à-vis Users and their relationship with them, to Users in this notice. In this notice, MMSZ and Positive are hereinafter collectively referred to as the "**Controller**".

MMSZ data:

- **Headquarters:** 1062 Budapest Délibáb utca 29.
- **Representative:** Ferenc Hinora
- **E-mail címe:** marketing@marketing.hu

Positive details:

- **Registered office:** 1062 Budapest, Délibáb utca 29.
- **Representative:** Bálint Hinora
- **E-mail address:** info@positive.hu

2. Range of data processed

2/1. When registering for an event

When registering for a conference advertised on the Website, **the following data must be provided** (data marked with * are mandatory):

- full name of participant*;
- participant title*;
- participant telephone number* ,
- participant e-mail address*;
- contact name*;
- contact phone number*;

- contact email address *;
- contact person title*;
- company name*;
- billing name*;
- billing address*;
- tax number*;
- different mailing name;
- mailing address;
- ticket type*;
- coupon code details;
- data in comment;
- notification details;
- payment method*.

In the case of payment by bank card (SimplePay Payment Service (hereinafter "SimplePay")), the Data Controller records the following data:

- Transaction ID - required for fulfillment;
- Transaction status - required for completion;
- transaction status - transaction status - required for fulfillment.

Az Simple Pay Ltd. (székhelye: 1093 Budapest, Közraktár utca 30-32.; cégjegyzékszám: Cg.01-09-174466; ügyfelszolgalat@simple.hu; +36 1/20/30/70 3-666-611; a továbbiakban: Simple Pay Zrt.), mint a SimplePay üzemeltetője a fizetési tranzakció lebonyolítása érdekében az alábbi adatokat kezeli:

Simple Pay Zrt. (registered office: 1093 Budapest, Közraktár utca 30–32.; company registration number: Cg.01-09-174466; ügyfelszolgalat@simple.hu; +36 1/20/30/70 3-666-611; hereinafter: Simple Pay Ltd.), as the operator of SimplePay, processes the following data for the purpose of executing the payment transaction:

- name;
- telephone number;
- e-mail address;
- transaction amount;
- IP address;
- transaction date and time;
- delivery address;
- billing address.

Purpose of data processing: authorization of payment transactions in SimplePay, processing of payment transactions in SimplePay, monitoring and prevention of payment fraud in SimplePay.

By using SimplePay, the User accepts the terms and conditions of use of Simple Pay Ltd., which are available at the following link: <https://simplepay.hu/vasarlo-aff>

The Data Controller declares that in the case of payment by credit card, it does not process any card data necessary for the payment transaction, it does not have access to these data in any way, they are processed by Simple Pay Ltd. The data processing policy of Simple Pay Ltd. is available at the following link: <http://simplepay.hu/vasarlo-aff>.

2/2. Newsletter subscription:

On the Website the User has the possibility to subscribe to the newsletter of the Data Controller during the registration. In the case of subscription to the newsletter, the Data Controller processes the **following personal data of the User** (data marked with * are mandatory).

- full name;*
- e-mail address;*
- company name;

3. Purpose and length of data processing

The Data Controller uses the data for the following purposes in connection with the provision of services available from the Website:

- During contacting: the purpose of data processing is to ensure the provision of services available on the Website, in this context, contacting and maintaining contact with the User interested in the services provided by the Data Controller, informing Users, processing comments on the activities of the Data Controller.
- In the case of subscription to the **Newsletter**: sending an electronic newsletter or advertising message about offers, services, actions, promotions and competitions related to the Data Controller to the e-mail address provided by the User (hereinafter jointly referred to as the Newsletter).

The data controller shall process the personal data for the duration of the purpose of the processing and until the User requests the deletion of his/her data or withdraws his/her consent to the processing of his/her personal data. If the User withdraws his/her consent to receive the Newsletter, the Data Controller will no longer send him/her the Newsletter and the Data Controller will no longer process his/her data for this purpose. The personal data is deleted at the moment the purpose of the processing ends or immediately upon the User's request.

4. Legal Basis for the Processing of Personal Data

By contacting us or subscribing to the newsletter, Users consent to the Controller processing their personal data in accordance with this Privacy Notice. The processing of personal data is based on the User's voluntary consent given with knowledge of this information notice, in accordance with Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter: GDPR) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

Users may only provide their own personal data on the Website. If a User provides personal data of another person, it is their responsibility to obtain that individual's consent.

5. Scope of Persons Authorized to Access Personal Data, Data Processing

Personal data may be accessed by the Controller and the Data Processors engaged by the Controller, in accordance with applicable legal provisions.

The processing of data is carried out by the following data processor on behalf of the Controller: **Positive by Hinora Group Kft.** (registered seat: 1062 Budapest, Délibáb utca 29); Purpose of the data processing: to provide hosting services necessary for the operation of the Website and to perform the technical tasks required for sending electronic messages. The Controller reserves the right to involve additional data processors in the future, and will inform Users of such changes by amending this Privacy Notice. Unless otherwise required by law, the Controller will only disclose personal data suitable for identifying a User to third parties with the explicit consent of the respective User.

6. Place of Processing

The place of processing and handling of personal data processed in connection with the Website is www.marketingsummit.hu, the platform for sending and handling e-mails is www.sendy.hinora.hu.

7. Rights of the User

The Privacy Policy summarises the essential information about the User's rights. In accordance with the supervisory recommendations, the information notice refrains from reproducing the legislation in full and in full text. The detailed rules are set out in GDPR, Chapter III, "Rights of the data subject", and in Articles 14 to 25 of the Infotv.

Access to personal data

The Data Controller shall, upon the User's request, inform the User whether the Data Controller is processing his/her personal data and, if so, provide access to the personal data and inform the User of the following information:

- the purpose(s) of the processing;
- the purposes for which the personal data are being processed; and
- the legal basis and the recipient(s) of the transfer of the User's personal data, where the User's personal data are transferred;
- the intended duration of the processing;
- the rights of the User in relation to the rectification, erasure and restriction of processing of personal data and to object to the processing of personal data;
- the possibility of recourse to the Authority;
- the source of the data;
- the names and addresses of the data processors and their activities in relation to the processing.

The Controller shall provide the User with a copy of the personal data subject to processing free of charge. For additional copies requested by the User, the Controller may charge a reasonable fee based on administrative costs. If the User has made the request by electronic means, the information shall be provided in a commonly used electronic format, unless the data subject requests otherwise.

The data controller shall provide the information in an intelligible form without undue delay and at the latest within one month of the request. Users may submit their requests for access using the contact details specified in point 1.

Correction of processed data

The User has the right to request the Controller (using the contact details specified in point 1) to correct inaccurate personal data or to complete incomplete data (indicating the correct data), taking into account the purpose of processing, by providing proof of his/her identity. The controller shall make the rectification in its records without undue delay and shall notify the data subject in writing of the rectification.

If the correctness or the additional data is not available, the Controller shall carry out the rectification and integration by means of a supplementary declaration.

Erasure of processed data (right to be forgotten)

The User may request that the Data Controller erase personal data concerning him or her without undue delay and the Data Controller shall be obliged to erase personal data concerning the data subject without undue delay if one of the following grounds applies:

- the personal data are no longer necessary for the purposes for which they were collected or otherwise processed;
- the User withdraws his or her consent and there is no other legal basis for the processing;
- the User objects to the processing of his or her personal data;
- the processing of the personal data has been unlawful;
- the personal data must be erased in order to comply with a legal obligation under Union or Member State law applicable to the controller;
- the personal data were collected with consent in connection with the provision of information society services to children.

If the Data Controller has disclosed (made available to third parties) the personal data and is obliged to delete it pursuant to the above, it shall take reasonable steps and measures, taking into account the available technology and the cost of implementation, to inform the data controllers that process the personal data concerned that the User has requested the deletion of the links to the personal data in question or of a copy or duplicate of such personal data.

The personal data need not be deleted where the processing is necessary:

- for the exercise of the right to freedom of expression and information;
- to comply with an obligation under Union or Member State law to which the controller is subject to which the processing of personal data is subject or to carry out a task carried out in the public interest or in the exercise of official authority vested in the controller;
- in the public interest in the field of public health;
- for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes, where the right of erasure would be likely to render such processing impossible or seriously jeopardise it; or
- for the establishment, exercise or defence of legal claims.

Restrictions on data processing

- The User has the right to request the Controller to restrict the processing of personal data instead of rectifying or erasing it, if one of the following conditions is met:
- the User contests the accuracy of the personal data, in which case the restriction shall apply for a period of time which allows the Controller to verify the accuracy of the personal data;
- the processing is unlawful and the User opposes the erasure of the data and requests instead the restriction of their use;
- the Controller no longer needs the personal data for the purposes of processing but the User requires them for the establishment, exercise or defence of legal claims; or
- the User has objected to the processing; in this case, the restriction shall apply for a period of time until it is established whether the legitimate grounds of the controller prevail over the legitimate grounds of the data subject.

Ha az adatkezelés korlátozás alá esik, az ilyen személyes adatokat a tárolás kivételével csak a Felhasználó hozzájárulásával, vagy jogi igények előterjesztéséhez, érvényesítéséhez vagy védelméhez, vagy más természetes vagy jogi személy jogainak védelme érdekében, vagy az Unió, illetve valamely tagállam fontos közérdekéből lehet kezelni.

The Data Controller shall inform the User at whose request the processing has been restricted in advance of the lifting of the restriction.

Furthermore, the User may at any time decide that the Data Controller shall no longer send him/her the Newsletter. The User may withdraw his/her consent to receive the Newsletters at any time, free of charge, without giving reasons and without any restrictions, by clicking on the unsubscribe button at the bottom of the Newsletters, or by sending an e-mail to marketing@marketing.hu or to the address at Bp. After receipt of the unsubscription request, the Data Controller will delete the unsubscribed User's data from the direct marketing database without undue delay and will no longer send the User any further newsletters.

If the withdrawal of consent concerns only the processing of data for direct marketing purposes (sending of the Newsletter), the Data Controller shall delete the User from the

direct marketing database without delay, otherwise the Data Controller shall be entitled to continue to process the User's data in order to provide the Website services used by the User.

Obligation to notify the rectification or erasure of personal data or restriction of processing

The Data Controller shall inform any recipient to whom or with which personal data have been disclosed of the rectification, erasure or restriction of processing of personal data, unless this proves impossible or involves a disproportionate effort. Upon request, the Controller shall inform the User of these recipients.

The right to object

- The User may object to the processing of his or her personal data if the processing is
- necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Controller;
- necessary for the purposes of the legitimate interests pursued by the Controller or a third party.

In the event of an objection by the User, the Controller may no longer process the personal data unless the User proves that the processing is justified by compelling legitimate grounds which override the interests, rights and freedoms of the User or are related to the establishment, exercise or defence of legal claims.

If personal data are processed for direct marketing purposes, the User has the right to object at any time to the processing of personal data concerning him/her for such purposes, including profiling, where this is related to direct marketing (Newsletter). If the User objects to the processing of personal data for direct marketing purposes, the personal data may no longer be processed for such purposes.

Right to data portability

The User has the right to receive personal data concerning him or her, provided to the Data Controller, in a structured, commonly used, machine-readable format, where technically feasible, if the processing is based on consent or a contract and the processing is automated.

Action by the Data Controller in relation to the User's request

The Data Controller shall inform the User without undue delay, but no later than one month from the receipt of the request, of the action taken in response to the request for access, rectification, erasure, restriction, objection and portability. Where necessary, taking into account the complexity of the request and the number of requests, this time limit may be extended by a further two months. The Data Controller shall inform the User of the extension of the time limit, stating the reasons for the delay, within one month of receipt of

the request. If the User has submitted the request by electronic means, the information shall be provided by electronic means where possible, unless the data subject requests otherwise.

If the Data Controller does not take action on the User's request, it shall inform the User without delay and at the latest within one month of receipt of the request of the reasons for the failure to act and of the right to lodge a complaint with a supervisory authority and to seek judicial remedy.

At the User's request, the information, the information and the action taken on the basis of the request shall be provided free of charge. Where the User's request is manifestly unfounded or excessive, in particular because of its repetitive nature, the Controller may, taking into account the administrative costs of providing the requested information or information or of taking the requested action, charge a reasonable fee or refuse to act on the request. The burden of proving that the request is manifestly unfounded or excessive shall lie with the Controller.

8.) Data security

The Data Controller undertakes to ensure the security of the data, to take technical and organisational measures and to establish procedural rules to ensure that the data recorded, stored or processed are protected and to prevent their destruction, unauthorised use or unauthorised alteration. It also undertakes to require all third parties to whom it transfers or discloses data on the basis of the consent of the Users to comply with the requirement of data security.

The Data Controller shall ensure that the processed data cannot be accessed, disclosed, transmitted, modified or deleted by unauthorised persons. The processed data may only be accessed by the Data Controller, its employees and the Data Processor it has engaged, and shall not be disclosed by the Data Controller to third parties who are not entitled to access the data.

The Data Controller shall make every effort to ensure that the data are not accidentally damaged or destroyed. The Data Controller shall impose the above undertaking on its employees involved in the processing activity.

The User acknowledges and accepts that, in the event of providing his/her personal data on the Website, despite the fact that the Data Controller has state-of-the-art security measures in place to prevent unauthorised access or disclosure, the protection of the data on the Internet cannot be fully guaranteed. In the event of unauthorised access or disclosure of data despite our efforts, the Data Controller shall not be liable for any such acquisition or unauthorised access or for any damage suffered by the User as a result thereof. In addition, the User may also provide personal data to third parties who may use it for unlawful purposes or in unlawful ways.

9) Handling and reporting of data breaches

A personal data breach is any event that results in the unlawful processing or treatment of personal data processed, transmitted, stored or handled by the Data Controller, in particular unauthorised or accidental access, alteration, disclosure, deletion, loss or destruction, accidental destruction or accidental damage to personal data.

The Data Controller shall notify the National Agency for Data Protection and Freedom of Information (NAIH) of the personal data breach without undue delay and no later than 72 hours after becoming aware of the personal data breach, unless the Data Controller can demonstrate that the personal data breach is unlikely to result in a risk to the rights and freedoms of natural persons. If the notification cannot be made within 72 hours, it shall state the reason for the delay and may provide the required information in detail without further undue delay. The notification to the NAIH shall contain at least the following information:

- the nature of the personal data breach, the number and category of data subjects and personal data;
- Name and contact details of the controller;
- the likely consequences of the personal data breach;
- the measures taken or envisaged to manage, prevent or remedy the personal data breach.
- The Data Controller shall inform the data subjects of the personal data breach within 72 hours of the discovery of the personal data breach through the Data Controller's website. The notification shall contain at least the information specified in this point.
- The Data Controller shall keep records of the personal data breach for the purposes of monitoring the measures taken in relation to the personal data breach and informing the data subjects. The register shall contain the following data:
 - the scope of the personal data concerned;
 - the scope and number of data subjects;
 - the date of the personal data breach;
 - the circumstances of the personal data breach, its effects;
 - the data protection incident, the circumstances of the data breach, the circumstances of the data breach, the circumstances of the data breach, the circumstances of the data breach, the circumstances of the data breach, the data protection incident.

The Data Controller shall keep the data contained in the register for 5 years from the date of detection of the personal data breach.

10.) Enforcement options

The Data Controller will make every effort to ensure that the processing of personal data is carried out in accordance with the law, however, if the User feels that this is not the case, he/she may write to marketing@marketing.hu or to the postal address at 1062 Budapest, Délibáb utca 29.



If the User feels that his or her right to the protection of personal data has been infringed, he or she may, in accordance with the applicable legislation, seek redress from the competent bodies

- National Authority for Data Protection and Freedom of Information (address: 1055 Budapest, Falk Miksa utca 9-11.; ugyfelszolgalat@naih.hu; www.naih.hu)
- Court of Justice.

The National Media and Infocommunications Authority is responsible for advertising sent by electronic means, the detailed regulations are set out in Act CXII of 2011 of 9 years on the right to informational self-determination and freedom of information and Act CVIII of 2001 on certain issues of electronic commerce services and information society services.

11.) Other provisions

The provisions of Hungarian law, in particular Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information and the GDPR shall apply to this Notice.

Budapest, May 2025.

Hungarian Marketing Association, POSITIVE by Hinora Group Kft.

Data Controllers