

# Privacy Policy

Accepted by the HÖÖK Student Services Public Benefit Nonprofit Limited Liability Company (registered office: 1053 Budapest, Ferenciek tere 7-8, 1st floor 8., company registration number: 01-09-921744, tax number: 18087073-2-41, phone: +36 30 313 5557, email: info@hook.hu, represented by: Dr. Gábor Lasztovicza, Managing Director) (hereinafter: Data Controller) on September 25, 2024.

## 1. General Provisions

This privacy notice covers the handling of personal data by the Data Controller in relation to activities on the website <https://corp.educatioexpo.hu/>, in accordance with the Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter: GDPR), Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information (hereinafter: Infotv.), and other applicable laws.

This notice outlines the privacy and data protection principles applied by the Data Controller to ensure that personal data of individuals interacting with it remain secure.

The Data Controller reserves the right to unilaterally modify its privacy policy and this notice if necessary due to changes in the services provided or to comply with applicable legal regulations. Any changes will be communicated to data subjects via the website <https://corp.educatioexpo.hu/>.

## 2. Legal Background

- Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons concerning the processing of personal data and on the free movement of such data, repealing Directive 95/46/EC (General Data Protection Regulation - GDPR)
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information
- Act V of 2013 on the Civil Code

## 3. Definitions

- **Personal Data/Data Subject:** Any information relating to an identified or identifiable natural person ("data subject"). A person is identifiable if they can be identified, directly or indirectly, particularly by reference to an identifier such as a name, identification number, location data, online identifier, or one or more factors specific to their physical, physiological, genetic, mental, economic, cultural, or social identity.
- **Data Processing:** Any operation or set of operations performed on personal data or sets of personal data, whether by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.
- **Data Controller:** A natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of processing personal data.

- **Data Processor:** A natural or legal person, public authority, agency, or other body that processes personal data on behalf of the controller.
- **Data Destruction:** The complete physical destruction of a data carrier containing personal data.
- **Data Transfer:** Making data accessible to a specified third party.
- **Data Deletion:** Rendering data unrecognizable in such a way that restoration is impossible.
- **EEA State:** A member state of the European Union and any other state that is a party to the Agreement on the European Economic Area, as well as any state whose nationals enjoy the same status as nationals of an EEA state by virtue of an international agreement concluded between the EU and the state.
- **Third Party:** Any natural or legal person, public authority, agency, or body other than the data subject, the controller, the processor, or persons authorized to process personal data under the direct authority of the controller or processor.
- **Third Country:** Any state that is not an EEA state.
- **Consent:** The data subject's freely given, specific, informed, and unambiguous indication of their wishes, by which they signify agreement to the processing of personal data relating to them.
- **Public Disclosure:** Making data accessible to anyone.

#### 4. Scope of Data Processing

Data processing covers individuals who:

- Register through the website <https://corp.educatioexpo.hu/> on behalf of and in the interest of a legal entity, non-legal entity, civil organization, or other organization (hereinafter: Organization) that has authorized them to maintain contact with the Data Controller regarding the Educatio Exhibition (hereinafter: Educatio Exhibition).

The above individuals are hereinafter collectively referred to as "data subject" or "data subjects."

This notice applies to all data processing activities performed by the Data Controller that involve the processing of personal data, regardless of the nature of the personal data.

#### 5. Source of Data

Data provided voluntarily by the data subjects.

#### 6. Principles of Data Processing

The Data Controller adheres to the following principles when processing personal data:

- Personal data must be processed lawfully, fairly, and transparently for the data subject.
- Personal data must be collected for specified, explicit, and legitimate purposes, and not further processed in a manner incompatible with those purposes.
- Data processing must be limited to what is necessary (data minimization).
- Personal data must be accurate and, where necessary, kept up to date; inaccurate data should be erased or rectified without delay.
- Personal data must be kept in a form that allows the identification of data subjects only for as long as necessary for the purposes for which the data is processed.
- Personal data must be

processed in a manner that ensures appropriate security, including protection against unauthorized or unlawful processing and accidental loss, destruction, or damage.

**7. Categories of Data Processed, Purpose of Processing, Duration, and Legal Basis**

- **Personal Data Required for Contacting the Data Subject:**

<b>Data Processed</b>	<b>Purpose of Data Processing</b>	<b>Duration of Data Processing</b>	<b>Legal Basis</b>
First and Last Name	Contact between the Data Controller and Organization	Until withdrawal	GDPR Article 6(1)(f) - Legitimate interest
Telephone Number	Contact between the Data Controller and Organization	Until withdrawal	GDPR Article 6(1)(f) - Legitimate interest
Email Address	Contact between the Data Controller and Organization	Until withdrawal	GDPR Article 6(1)(f) - Legitimate interest
Organization of Inquiry	Contact between the Data Controller and Organization	Until withdrawal	GDPR Article 6(1)(f) - Legitimate interest

Failure to provide the above data prevents registration and contact through the website.

**8. Data Transfers and Recipients**

The Data Controller does not transfer data to data processors. It does not transfer personal data to third countries or international organizations.

**9. Technical Execution of Data Processing**

The Data Controller stores personal data exclusively in electronic form on servers located in Hungary.

**10. Rights of Data Subjects Regarding Data Processing**

Data subjects have the right to:

a) Information before data processing begins. b) Access their personal data. c) Rectification or deletion of inaccurate or outdated data. d) Restriction of data processing in certain circumstances. e) Notification of changes to their data. f) Data portability. g) Submit complaints to the supervisory authority.

## **12. Provisions Related to Facebook, Google Analytics, Google Adwords, Hotjar**

Information on cookies for Facebook, Google Analytics, Google Adwords, and Hotjar is provided on the respective websites.

## **13. Final Provisions**

The website may store the consumer's IP address for statistical purposes. Cookies may be used for improving services.

## **14. Applicable Laws**

Unaddressed issues in this notice will be governed by the GDPR, Infotv., and other relevant laws.

This privacy policy is effective until further notice.

Budapest, September 25, 2024.