

DATA PRIVACY NOTICE

The purpose of this document is to provide information on the data processing related to the MENTA2024 conference organized by ConceptFlow Kft. (hereinafter: Data Controller). Our contact: ConceptFlow Kft. (registered office: 1061 Budapest, Andrássy út 45. 2/2) email: hello@conceptflow.hu).

1. SCOPE OF DATA PROCESSED, LEGAL BASIS, PURPOSE, AND DURATION OF DATA PROCESSING

1.1. DESCRIPTION OF DATA PROCESSING FOR MARKETING COMMUNICATION PURPOSES

The Data Controller uses the names, postal addresses, email addresses, and phone numbers of persons purchasing tickets for the MENTA2024 conference for package logistics services and marketing communication purposes. The communication aims to provide information and marketing inquiries related to the MENTA2024 conference to the ticket purchasers. Consent for marketing data processing is a condition of ticket purchase.

LEGAL BASIS AND PURPOSE OF DATA PROCESSING

The legal basis for data processing is the voluntary consent of the participant (you) as per Article 6(1)(a) of the Regulation, given together with the ticket purchase. You can withdraw your consent at any time by sending an email to menta@ivsz.hu.

DURATION OF DATA PROCESSING

We will process the data until you unsubscribe via the menta@ivsz.hu email address or request the deletion of your data.

1.2. DESCRIPTION OF DATA PROCESSING RELATED TO TICKET PURCHASE

In connection with purchasing tickets for the MENTA2024 conference, we process the following personal data:

- Purchaser's name,
- Purchaser's email address,
- Purchaser's billing information,
- Purchaser's phone number,
- Attendance details, consent details, participation date, and form,
- Information on food allergies,
- Evaluation provided after the event,
- Related data for accommodation booking if applicable.

LEGAL BASIS AND PURPOSE OF DATA PROCESSING

The legal basis for data processing is the performance of the contract established by ticket purchase as per Article 6(1)(b) of the Regulation. For special dietary requirements, the legal basis is that the Data Controller provides catering during the event. You can withdraw your consent at any time by sending an email to menta@ivsz.hu. Health data is accessed only by those employees of the Data Controller who need to know and process it as part of their duties. For issued invoices, the legal basis for data processing is the legal obligation to issue and retain invoices according to the VAT Act and the Accounting Act as per Article 6(1)(c) of the Regulation.

DURATION OF DATA PROCESSING

We retain invoices and supporting purchase data for 8 years as required by the Accounting Act.

1.3. IMAGE AND SOUND RECORDING

If you or your child under 16 years of age appears at the MENTA2024 conference, by entering the event, you voluntarily consent to being photographed and filmed, and these materials may be transmitted to third parties and made public. As a legal guardian of a child under 16, you also consent to this on behalf of your child.

LEGAL BASIS AND PURPOSE OF DATA PROCESSING

The legal basis for data processing is the performance of the contract established by ticket purchase as per Article 6(1)(b) of the Regulation. For issued invoices, the legal basis for data processing is the legal obligation to issue and retain invoices according to the VAT Act and the Accounting Act as per Article 6(1)(c) of the Regulation.

DURATION OF DATA PROCESSING

We retain invoices and supporting purchase data for 8 years as required by the Accounting Act.

2. DATA PROCESSORS

During data processing, we use the following data processors:

- Organizer – ConceptFlow Event and Communication Limited Liability Company (1061 Budapest, Andrásy út 45. 2nd floor) Tax number: 23348006-2-42, Company registration number: 01 09 961318),
- Számlázz.hu – KBOSS.hu Kft. (Company registration number: 01-09-303201, Registered office: 1031 Budapest, Záhony utca 7., info@szamlazz.hu).

3. DATA TRANSFER

We only transfer your personal data to third parties for the following purposes, and by purchasing a ticket, you consent to the data transfer:

- Data transfer to the hotel for booking accommodation associated with the purchased ticket if required.

4. COOKIE DATA PROCESSING

To ensure a personalized and efficient use of our website and to provide the best user experience, our website may place small data packets, so-called cookies, on your computer. Cookies are identifiers that our website or the server collecting cookies can send to your computer to identify it during your stay on our website and store technical data related to the use of the website (e.g., clicks, other navigation data). Most browsers

automatically accept these cookies by default. You can disable cookie storage or set your browser to notify you before storing cookies. These settings only apply to the browser and computer you are using; you must set cookie settings and disable them separately for each computer and browser. Disabling cookies may prevent the proper functioning and full use of all website features. Our site uses Google and Facebook remarketing tools for marketing purposes, which also operate using cookies. These cookies identify you, and after visiting our website, they display advertisements promoting our services on Google and Facebook. We will not have access to your personal data, as it will remain under the control of Google and Facebook. You can disable advertising in the Facebook and Google settings.

5. YOUR RIGHTS REGARDING DATA PROCESSING

During the data processing period, you have the following rights according to the Regulation:

- Access to personal data and information related to data processing,
- Right to rectification,
- Right to restrict data processing,
- Right to erasure,
- Right to data portability,
- Right to object,
- Right to withdraw consent.

If you wish to exercise your rights, it will involve your identification, and we need to communicate with you. Therefore, for identification purposes, you will need to provide personal data (but identification can only be based on data we already process about you), and your data processing-related complaint will be available in our email account for the duration specified in this notice for complaints. We will respond to data processing-related complaints within 30 days at the latest.

RIGHT TO WITHDRAW CONSENT

You have the right to withdraw your consent to data processing at any time, and in such cases, we will delete the provided data from our systems. However, please note that if a transmission is in progress, we must notify our partner of the data deletion, which may render the transmission unsuccessful.

ACCESS TO PERSONAL DATA AND INFORMATION

You have the right to receive feedback on whether your personal data is being processed, and if data processing is in progress, you are entitled to:

- Access the personal data we process and
- Be informed about the following:
 - The purposes of data processing;
 - The categories of personal data processed about you;
 - Information about the recipients or categories of recipients with whom the personal data has been or will be shared;
 - The planned duration of personal data storage, or if this is not possible, the criteria for determining this duration;
 - Your right to request the rectification, deletion, or restriction of the processing of your personal data, and to object to the processing of such personal data based on legitimate interests;
 - The right to lodge a complaint with a supervisory authority;
 - If the data was not collected from you, all available information about its source;
 - The fact of automated decision-making (if such a process is used), including profiling, and at least in these cases, understandable information about the logic used and the significance and expected consequences of such data processing for you.

The purpose of exercising this right is to determine and verify the lawfulness of data processing, and therefore we may charge a reasonable fee for fulfilling repeated information requests. We provide access to personal data by sending the processed personal data and information to you

via email after your identification. Please specify in your request whether you are requesting access to personal data or information related to data processing.

RIGHT TO RECTIFICATION

You have the right to request the rectification of inaccurate personal data concerning you without undue delay.

RIGHT TO RESTRICT DATA PROCESSING

You have the right to request the restriction of data processing if any of the following conditions are met:

- You contest the accuracy of the personal data, for the period enabling us to verify the accuracy of the personal data; if verification is not needed, no restriction will be applied;
- The data processing is unlawful, and you oppose the erasure of the data and request the restriction of their use instead;
- We no longer need the personal data for the purposes of processing, but you require them for the establishment, exercise, or defense of legal claims; or
- You have objected to data processing based on legitimate interests, pending the verification of whether our legitimate grounds override your interests.

If data processing is restricted, such personal data, except for storage, will only be processed with your consent or for the establishment, exercise, or defense of legal claims, or for the protection of the rights of another natural or legal person, or for reasons of important public interest of the Union or a member state. We will inform you in advance (at least 3 working days before lifting the restriction) about the lifting of the data processing restriction.

RIGHT TO ERASURE – RIGHT TO BE FORGOTTEN

You have the right to request the deletion of your personal data without undue delay if any of the following reasons apply:

- The personal data is no longer necessary for the purposes for which it was collected or processed;

- You withdraw your consent, and there is no other legal basis for the processing;
- You object to the processing based on legitimate interests, and there are no overriding legitimate grounds for the processing;
- The personal data has been unlawfully processed, as determined based on the complaint;
- The personal data must be erased to comply with a legal obligation under Union or member state law to which we are subject.

If we have made your personal data public for any legitimate reason and are obliged to erase it for any of the above reasons, we will take reasonable steps, including technical measures, to inform other data controllers processing the personal data that you have requested the erasure of any links to or copies or replications of the personal data. As a rule, we do not make your personal data public. Erasure does not apply if data processing is necessary:

- For exercising the right to freedom of expression and information;
- To comply with a legal obligation requiring processing under Union or member state law to which we are subject (such as data processing for invoicing purposes, where the retention of the invoice is legally required), or for the performance of a task carried out in the public interest or in the exercise of official authority vested in us;
- For the establishment, exercise, or defense of legal claims (e.g., if you have an outstanding claim against us that has not yet been fulfilled or if a consumer or data processing complaint is being handled).

RIGHT TO OBJECT

You have the right to object at any time to the processing of your personal data based on legitimate interests, on grounds relating to your particular situation. In such a case, we will no longer process the personal data unless we demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or for the establishment, exercise, or defense of legal claims.

RIGHT TO DATA PORTABILITY

If data processing is necessary for the performance of a contract or based on your voluntary consent, you have the right to request that the data you provided to us be made available to you in a machine-readable format, such as XML, JSON, or CSV, and if technically feasible, to request that the data be transferred to another data controller in this format.

LEGAL REMEDIES

If you believe we have violated any legal provisions related to data processing or have not fulfilled any of your requests, you can initiate an investigation with the National Authority for Data Protection and Freedom of Information (NAIH) to terminate the alleged unlawful data processing (mailing address: 1530 Budapest, Pf.: 5., email: ugyfelszolgalat@naih.hu). You are also entitled to file a civil lawsuit in court.

6. DATA SECURITY

During the operation of our IT systems, we ensure that your data cannot be accessed, deleted, extracted, or modified by unauthorized persons through the necessary authorization management, internal organizational, and technical solutions. We enforce data protection and data security requirements with our data processors as well. We maintain records of any data protection incidents and notify you of any incidents if necessary.

7. OTHER PROVISIONS

We reserve the right to modify this data privacy notice without affecting the purpose and legal basis of data processing. However, if we intend to process the collected data for purposes other than those for which they were collected, we will inform you about the new purpose and provide the following information before further processing:

- The duration of the storage of personal data, or if this is not possible, the criteria used to determine this period;
- Your right to request access to, rectification, deletion, or restriction of processing of your personal data, and to object to the processing of such personal data based on

legitimate interests, as well as your right to data portability in the case of data processing based on consent or a contractual relationship;

- The right to withdraw consent at any time, if the data processing is based on consent;
- The right to lodge a complaint with a supervisory authority;
- Whether the provision of personal data is required by law or contract or necessary for the conclusion of a contract, and whether you are obliged to provide the personal data, as well as the possible consequences of failing to provide such data;
- The existence of automated decision-making (if such a process is used), including profiling, and at least in such cases, meaningful information about the logic used and the significance and expected consequences of such data processing for you.

Data processing can only begin after this information has been provided, and if the legal basis for data processing is consent, you must also give your consent in addition to being informed.

This Data Privacy Notice is effective from June 1, 2024.