

DATA PROTECTION NOTICE - MENTA'25

Introduction

This document contains the data protection information provided by IVSZ – Hungarian Association of Digital Companies (hereinafter: Data Controller) as the organizer of the MENTA'25 event (hereinafter: Event) regarding the processing of personal data provided by Event visitors (hereinafter: Data Subject).

This data protection notice has been prepared in accordance with the provisions of Regulation (EU) 2016/679 (General Data Protection Regulation, hereinafter: Regulation or GDPR) and the Hungarian Act CXII of 2011 on the Right of Informational Self-Determination and on Freedom of Information (hereinafter: Privacy Act).

Data Controller Contact Information

Name: IVSZ – Hungarian Association of Digital Companies

Registered office: 1095 Budapest, Tinódi utca 1-3., Building C, Ground floor 2.

Company registration number: 01-02-0003269

Tax number: 19655275-2-43

Phone: +36 1 266 6346

Email: menta@ivsz.hu, iroda@ivsz.hu

Registering authority: Metropolitan Court of Registration

Scope of This Notice

Subject Matter Scope

This notice covers all processes conducted by any organizational unit of the Data Controller involving the processing of personal data, regardless of whether the data processing or data handling is carried out entirely or partially by computerized means (electronically) or manually.

Personal Scope

This notice applies to Data Subjects, namely Event participants, visitors, speakers, partners, and any person whose data is processed by the Data Controller in connection with the Event.

Temporal Scope

This notice is effective from January 1, 2025, until revoked.

Categories of Data Processed, Legal Basis, Purpose, and Duration of Data Processing

1. Marketing Communications Data Processing

1.1 Description of Data Processing

The Data Controller uses the names, email addresses, phone numbers, employer information, positions, and areas of interest of persons registering for the Event for marketing communications purposes with the explicit consent of the Data Subject. The purpose of communication is to provide information, newsletters, and targeted promotional contacts related to the Event to ticket purchasers and supporting companies based on their areas of interest.

During registration, participants may subscribe to newsletters, thereby consenting to receive direct marketing emails about services and updates available on the website until withdrawal of consent.

1.2 Categories of Data Processed

- Name
- Email address
- Phone number
- Employer name
- Position/role
- Areas of interest

1.3 Legal Basis and Purpose of Data Processing

The legal basis for data processing is the Data Subject's voluntary consent under Article 6(1)(a) of the Regulation.

Purpose of data processing:

- Delivering Event-related information
- Sharing professional content
- Providing information about future events
- Sending personalized offers

1.4 Duration of Data Processing

Data is processed until consent is withdrawn or until a request for data deletion is made. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

2. Ticket Purchase Data Processing

2.1 Description of Data Processing

For Event ticket purchases, we process the following personal data:

- Purchaser's name
- Purchaser's email address
- Purchaser's phone number
- Purchaser's billing information (address, tax number)
- Special requirements (e.g., food allergies, other special needs)

Ticket purchases are made on the website <https://mentaregisztracio.ivsz.hu/> with registration of the above data. I acknowledge the following personal data stored in the user account of ConceptFlow Kft. (1061 Budapest, Andrássy út 45.) in the user database of <https://mentaregisztracio.ivsz.hu> will be handed over to SimplePay Zrt. and is trusted as data processor. The data transferred by the data controller are the following: name, email, phone number, billing informations.

The nature and purpose of the data processing activity performed by the data processor in the SimplePay Privacy Policy can be found at the following link: <https://simplepay.hu/adatkezelesi-tajekoztatok/>

2.2 Legal Basis and Purpose of Data Processing

The legal basis for data processing is contract performance under Article 6(1)(b) of the Regulation for the ticket purchase agreement.

For issued invoices, the legal basis is also fulfillment of legal obligations under Article 6(1)(c) of the Regulation, specifically the legal obligation to issue invoices under the Hungarian VAT Act (Act CXXVII of 2007) and the legal obligation to retain invoices and supporting data under the Hungarian Accounting Act (Act C of 2000).

Purpose of data processing:

- Ensuring participation in the Event
- Communication regarding the Event
- Fulfilling billing obligations
- Meeting special requirements

2.3 Duration of Data Processing

Invoices and supporting purchase data are retained for 8 years based on Section 169 of the Hungarian Accounting Act (Act C of 2000).

Other data necessary for contract performance is retained for 30 days following the Event, unless legislation requires a longer retention period or data retention is necessary for asserting our legitimate interests.

3. Complimentary Ticket Holder Data Processing

3.1 Description of Data Processing

We process the following personal data of guests arriving with complimentary tickets:

- Guest name
- Guest email address
- Guest position and company name (for verification of complimentary ticket eligibility)
- Special requirements (e.g., food allergies, other special needs)

Complimentary tickets require registration.

3.2 Legal Basis and Purpose of Data Processing

The legal basis for data processing is the Data Subject's voluntary consent under Article 6(1)(a) of the Regulation, provided through registration.

Purpose of data processing:

- Ensuring participation in the Event
- Communication regarding the Event
- Verification of complimentary ticket eligibility
- Meeting special requirements

3.3 Duration of Data Processing

Data is processed for 5 years, unless legislation requires a longer retention period or data retention is necessary for asserting our legitimate interests.

4. Social Media

4.1 Description of Data Processing

The Data Controller's activities are presented and promoted through profiles created with the cooperation of social media content providers as independent data controllers (e.g., Facebook, Instagram, LinkedIn, YouTube).

4.2 Categories of Data Processed

Name, profile picture, and any other personal data that the Data Subject publishes, makes public, shares, or describes in messages on social media platforms.

4.3 Legal Basis and Purpose of Data Processing

The legal basis for data processing is the Data Subject's consent, provided by subscription in accordance with the technical requirements of social media platforms.

Purpose of data processing:

- Promoting the Event
- Sharing professional content
- Communication with interested parties

4.4 Duration of Data Processing

Data processing occurs according to the individual data processing policies of social media content providers. The Data Controller processes data appearing on social media platforms until consent is withdrawn.

5. Speaker Personal Data Processing

5.1 Description of Data Processing

For organizing and promoting speaker appearances, we process the following personal data:

- Name
- Exact company name and position
- Email address
- Phone number
- Profile picture
- Professional introduction

5.2 Legal Basis and Purpose of Data Processing

By accepting the speaker invitation, the speaker expressly accepts this Notice and consents to the processing of their data for organizing and promoting the presentation, particularly the publication of their name, occupation, professional introduction, and profile picture during Event promotion.

The legal basis for data processing is the Data Subject's voluntary consent under Article 6(1)(a) of the Regulation and contract performance under Article 6(1)(b) of the Regulation for the speaker agreement.

Purpose of data processing:

- Organizing the presentation
- Promoting the Event
- Communication with the speaker
- Introducing the speaker to participants

5.3 Duration of Data Processing

Data is processed for 5 years following the Event, unless legislation requires a longer retention period or data retention is necessary for asserting our legitimate interests.

Publicly published data (name, position, company, profile picture, professional introduction) is archived as part of Event documentation and may be used in the future to present the Event's history.

6. Image and Audio Recording

6.1 Description of Data Processing

The Data Controller takes photographs and video recordings at the Event in which Event visitors may be recognizable. The recordings are made for Event documentation and the Data Controller's marketing activities.

6.2 Legal Basis and Purpose of Data Processing

When a Data Subject appears at the Event in any capacity (purchases tickets, arrives with complimentary tickets, speaks, etc.), they voluntarily consent upon entry to having their image and voice recorded in photos and videos taken at the event, and to these materials being transmitted to third parties and subsequently made public.

The legal basis for data processing is the Data Subject's voluntary consent under Article 6(1)(a) of the Regulation and Section 2:48(2) of the Hungarian Civil Code (Act V of 2013), which states that consent is not required for creating recordings and using created recordings in the case of crowd photography.

Purpose of data processing:

- Event documentation
- Event promotion
- Creating marketing materials
- Presenting the Data Controller's activities

6.3 Duration of Data Processing

The Data Controller retains and uses recordings for marketing purposes indefinitely or until the Data Subject withdraws consent.

7. Complaint Handling, Withdrawal, Warranty Legal Claims Processing

7.1 Description of Data Processing

When we handle any administrative matters related to website services or process Data Subject complaints, we also process personal data during administration.

For complaint handling, we process the Data Subject's name, contact information (email address, phone number, postal address), and complaint details.

7.2 Legal Basis and Purpose of Data Processing

The legal basis for data processing is fulfillment of obligations under Article 6(1)(c) of the Regulation as prescribed in the Hungarian Consumer Protection Act (Act CLV of 1997) and the Hungarian Civil Code (Act V of 2013).

Purpose of data processing:

- Implementing guarantee and complaint handling in accordance with legal requirements
- Investigating and responding to Data Subject complaints
- Fulfilling legal obligations

7.3 Duration of Data Processing

Based on Section 17/A(7) of the Hungarian Consumer Protection Act (Act CLV of 1997), data must be retained for 5 years following complaint resolution.

Data Processors

The following data processors are used in data processing:

Hosting Service Provider:

Name: Hidden Design Kft.

Registered office: 1095 Budapest, Gát utca 21. Ground floor 1.

Mailing address: 1094 Budapest, Tűzoltó utca 66. Ground floor 4.

Tax number: 23089655-2-43

Company registration number: 01-09-278702

Activity: Providing hosting space necessary for website and registration system operation.

Newsletter Service Provider:

Name: HubSpot Ireland Limited

Registered office: 1 Sir John Rogerson's Quay Dublin 2, Ireland

VAT number: IE9849471F

Company registration number: IE515723

Activity: Technical implementation of newsletter distribution.

Event Organization Partner:

Name: ConceptFlow Event Organization and Communication Ltd.

Registered office: 1061 Budapest, Andrássy út 45.

Tax number: 23348006-2-42

Company registration number: 01 09 961318

Activity: Event organization tasks.

Registration and Ticketing Platform Developer and Event Access Service Provider:

Name: WPO Creative Digital

Registered office: 1094 Budapest, Balázs Béla utca 15-21. Building D. 2nd floor 4.

Tax number: 23480403-2-43

Company registration number: 01 09 967529

Activity: Development and operation of registration and ticketing platform, technical implementation of event access.

Payment Service Provider:

Name: SimplePay Zrt.

Registered office: 1143 Budapest, Hungária krt. 17-19.

Tax number: 24386106-2-42

Company registration number: 01-09-174466

Activity: Providing online payment services.

Privacy Policy: <https://simplepay.hu/adatkezelesi-tajekoztatok/>

Invoice Issuing Partner:

Name: KBOSS.hu Kft. (Számlázz.hu)

Registered office: 1031 Budapest, Záhony utca 7/D.

Tax number: 13421739-2-41

Company registration number: 01 09 303201

Activity: Invoice-related tasks.

Cookie Data Processing

Certain parts of the MENTA'25 website use small data files (hereinafter: cookies) to identify Data Subjects. By visiting the website and using certain functions, the Data Subject consents to these cookies being stored on their computer and accessed by the Data Controller.

Data Subjects can configure and prevent cookie-related activities through their browser settings. However, we note that without cookies, you may not be able to use all website services.

The service provider, as a technical collaborator, may ensure that during website visits, third parties cooperating with the service provider, particularly Google Inc., may store cookies if the Data Subject has previously visited the service provider's website and may display advertisements to the Data Subject based on this.

Cookie Types

1. Strictly Necessary Cookies

These cookies are necessary for website operation and cannot be disabled in our systems. They are usually set only in response to actions you take that amount to service requests, such as setting privacy preferences, logging in, or filling out forms. You can set your browser to block or alert you about these cookies, but some parts of the website will not work.

2. Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve our website's performance. They help us determine which pages are most and least popular and how visitors move around the website. The information these cookies collect is aggregated and anonymous. If you do not allow these cookies, we will not know when you have visited our website.

3. Functional Cookies

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party service providers whose services we have added to our pages. If you do not allow these cookies, some or all of these services may not function properly.

4. Targeting Cookies

These cookies may be set through our website by various external advertising companies. They may be used to build a profile of your interests and show relevant advertisements on other websites. They do not store directly personal information but are based on unique identification of your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Cookie Management

Data Subjects can delete cookies from their computers and set their browsers to prohibit cookie use. Prohibiting or deleting cookies may make website use less convenient for Data Subjects.

Information about cookie settings for commonly used browsers can be found at the following links:

- **Google Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>
- **Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- **Microsoft Internet Explorer:** <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>
- **Microsoft Edge:** <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- **Safari:** <https://support.apple.com/en-us/guide/safari/sfri11471/mac>

Additionally, Google provides users the ability to disable Google-placed cookies on Google's advertising opt-out page (<http://www.google.com/policies/technologies/ads/>).

Data Subject Rights

Data Subjects may exercise their GDPR rights throughout the entire data processing period.

1. Right to Information

Data Subjects have the right to receive information about facts and information related to data processing before data processing begins. This notice serves to ensure this right.

2. Right of Access

Data Subjects have the right to receive feedback from the Data Controller regarding whether processing of their personal data is ongoing, and if such data processing is

ongoing, they have the right to access personal data and related information specified in the GDPR.

3. Right to Rectification

Data Subjects have the right to have the Data Controller rectify inaccurate personal data concerning them without delay. Taking into account the purposes of processing, Data Subjects have the right to request completion of incomplete personal data, including by means of providing a supplementary statement.

4. Right to Erasure (Right to be Forgotten)

Data Subjects have the right to have the Data Controller erase personal data concerning them without delay, and the Data Controller is obligated to erase personal data concerning the Data Subject without delay if one of the grounds specified in the GDPR applies.

5. Right to Restriction of Processing

Data Subjects have the right to have the Data Controller restrict processing if one of the conditions specified in the GDPR is met.

6. Right to Data Portability

Data Subjects have the right to receive personal data concerning them that they have provided to a data controller in a structured, commonly used, machine-readable format, and have the right to transmit this data to another data controller without hindrance from the data controller to which the personal data have been provided, if processing is based on consent or contract and is carried out by automated means.

7. Right to Object

Data Subjects have the right to object at any time, on grounds relating to their particular situation, to processing of personal data concerning them based on Article 6(1)(e) or (f) of the GDPR, including profiling based on those provisions. In this case, the data controller may not process personal data further unless the data controller demonstrates compelling legitimate grounds for processing that override the interests, rights, and freedoms of the data subject or for the establishment, exercise, or defense of legal claims.

8. Automated Individual Decision-Making, Including Profiling

Data Subjects have the right not to be subject to decisions based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.

9. Right to Withdraw Consent

Data Subjects have the right to withdraw their consent at any time. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Legal Remedies

1. Complaint to the Data Controller

If a Data Subject believes they have suffered harm or there is a direct threat of harm related to the processing of their personal data, they may file a complaint with the Data Controller using the contact information provided above.

2. Complaint to the Supervisory Authority

Data Subjects may file complaints regarding the processing of their personal data with the National Authority for Data Protection and Freedom of Information (NAIH):

Name: National Authority for Data Protection and Freedom of Information

Registered office: 1055 Budapest, Falk Miksa utca 9-11.

Mailing address: 1363 Budapest, P.O. Box 9.

Phone: +36 1 391 1400

Fax: +36 1 391 1410

Email: ugyfelszolgalat@naih.hu

Website: <https://www.naih.hu>

3. Judicial Enforcement

In case of violation of rights, Data Subjects may bring court proceedings against the Data Controller. The court handles the case out of turn. The case falls under the jurisdiction of the regional court. The case may also be initiated before the regional court of the Data Subject's residence or place of stay, at the Data Subject's choice.

Data Security

The Data Controller undertakes to ensure data security and implement technical measures that ensure collected, stored, and processed data are protected, and takes all measures to prevent their destruction, unauthorized use, and unauthorized alteration.

The Data Controller ensures that unauthorized persons cannot access, disclose, transmit, modify, or delete processed data.

The Data Controller classifies and handles personal data as confidential information. The Data Controller establishes confidentiality obligations for employees regarding personal data processing.

Other Provisions

The Data Controller reserves the right to unilaterally modify this data protection notice with prior notification to Data Subjects. Following the effective date of modifications, Data Subjects accept the modified data protection notice through implied conduct by using the website.

This data protection notice is effective from January 1, 2025.

IVSZ – Hungarian Association of Digital Companies

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menta@ivsz.hu

www.ivsz.menta.hu