

Privacy Notice

Dear Visitor!

We request you to read **this Information very carefully**. Should you have any questions or comments concerning this data processing information or the management of personal data or concerning the interpretation of the legal regulations and the rules, please contact our Data Protection Officer.

Under the provisions of the General Data Protection Regulation (hereinafter **GDPR**) on the protection of natural persons regarding the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC, and of Act CXII. of 2011. on the Right of Informational Self-Determination and Freedom of Information (hereinafter: **Info tv.**) we herewith advise you about the management of personal data and the following guarantees will be applied when processing personal data.

1. DATA CONTROLLER

Name

ITBN CONF-EXPO (Cipóren Kft.)

Address

1137 Budapest, Pozsonyi út 16. (Édesmindegy Desszertbár)

Contact details

E-mail: info@itbn.hu

Website: www.ITBN.hu

2. SCOPE OF THE PROCESSED PERSONAL DATA (ONLINE REGISTRATION)

based on freely given data service by the data subject:

Collected personal data	Purpose of data processing	Lawful basis for processing	Retention period
<i>Personal information provided for registration</i> Name, company name, position, job classification, email address and phone number, type of entry card (pass)	Participation in the event and related ancillary services (contact)	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	Until withdrawing the consent
Name, company name, position, job classification, email address, phone number	Organization of Match Meetings	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	Until withdrawing the consent
Name, company name, position, job classification, email address, phone number	Cleaning and correcting of registration data; Provide uniform appearance, Creating a traceable, clean database	According to Article 6 (1) (f) of GDPR legitimate interest	1 year

Name, company name, position, email address	Reference-based application handling, Providing access to the event	According to Article 6 (1) (f) of GDPR legitimate interest	<i>1 year</i>
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3. SCOPE OF THE PROCESSED PERSONAL DATA (itbn.hu platform)

ITBN starts using the own event organizer, community platform to support the event from 2024, which is provided to any person registered for the event. On this new platform it is possible to interact with other participants in a new way, organize meetings with other registrants to create a unique program.

When using this platform, only that personal data will be used, which are necessary to participate in the ITBN event.

Collected personal data	Purpose of data processing	Lawful basis for processing	Retention period
Name, company name, position, job classification, email address, phone number, type of entry card (pass)	Providing the platform Service	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	Until withdrawing the consent

4. SCOPE OF THE PROCESSED PERSONAL DATA (ITBN EVENT)

based on freely given data supply by the data subject participation in the event:

Collected personal data	Purpose of data processing	Lawful basis for processing	Retention period
Image, voice¹	Electronic observation system, camera system operation for property protection purposes	According to Article 6 (1) (f) of GDPR legitimate interest	<i>72h</i>
Image, voice²	Production of multimedia content for the promotion of the event, measurement of attendance for statistical purposes	According to Article 6 (1) (f) of GDPR and Ptk. 2:48. § (2) legitimate interest	<i>3 years</i>
Personal image, voice³	Producing multimedia content for the event	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	Until withdrawing the consent
Registration code, direction of movement	Presentations, exhibition attendance measurement, Identify visitors, check for appearance at the event (QR)	According to Article 6 (1) (f) of GDPR legitimate interest	<i>Anonymously, for an unlimited time</i>
Name, company name, position, email address and phone number	Publish vCards available with the QR code on Badges	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	<i>Until the end of the event</i>
Name, company name, QR code	Creating the document of Visiting privilege Identify visitors	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	<i>Until the end of the event</i>

¹ Please note that the operation of the cameras for security purposes falls under the supervision of Groupama Arena, which is the venue for the event.

² During the event, photos and videos will be recorded on the participants (including with sound) which are intended to produce appropriate multimedia content (werk films / videos / promotional material) from the event. These cameras and cameraman

recordings are under the supervision of ITBN. Recordings can be made public on social media, in the press, and in other media. Without the data subject freely given consent the organization does not make explicit photo or video about participate (personal image), however, participants of the event may appear on the recordings as appropriate. The organization places pictograms to inform about recordings. If the visitor does not wish to be included in the recordings, he or she may request information from the organizers of the event on the viewing angle of the cameras or may object to the recording or publication of the recording or request the deletion of the recording made on it.

³ In the case of recording a personal image and / or voice, we will ask the consent of the data subjects, which you can do with behavior during the event, such as when you enter an area where recording is in progress or you make an interview, or you declare. In case of use or disclosure these videos or pictures, we will ask for your written consent during the event.

5. SCOPE OF THE PROCESSED PERSONAL DATA (NEWSLETTER)

based on freely given data supply by the data subject:

Collected personal data	Purpose of data processing	Lawful basis for processing	Retention period
<i>Personal data provided during the newsletter subscription</i> Name, e-mail	To provide further, related, email information and ongoing news updates.	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	Until withdrawing the consent

* You may cancel your subscription by e-mail to info@itbn.hu; dpo@itbn.hu or by clicking on the link in the newsletter

6. SCOPE OF THE PROCESSED PERSONAL DATA (COOKIE)

Please note that more information about the cookie is available in the Privacy Statement.

Cookie type	Purpose	Lawful basis	Retention period
Workflow cookie	Ensure the proper functioning of the website	According to 13/A. § (3) of 2001. CVIII. law (Elkertv.)	Until the end of the website visit
Google Analytics*	Collect information about using this site for later development.	According to 5. § (1) (a) of the Info tv., and Article 6 (1) (a) of the GDPR data subject's consent	6 months

* For more information, visit the <https://policies.google.com/technologies/types> web site.

In most cases, cookies are enabled by default in all browsers, which can be changed in your browser settings. For more information, visit your browser's support site.

Please be aware that blocking or deleting cookies may result in inappropriate functioning or appearance of the website. For more information about Cookies, please read our [Privacy Statement](#).

7. NOTIFICATION OF A PERSONAL DATA BREACH

Privacy incidents can be reported at: adatvedelmiincidens@itbn.hu

8. DATA SHARED WITH

The information is handled and processed by the ITBN event organizers. Please note that the processing of your data is done in electronic form through online databases.

9. AUTOMATED DECISION MAKING AND PROFILING

To subscribe or unsubscribe from the newsletter, we use external provider, which system automatically handles incoming requests, in which case the service provider is in the data processor role (*see: Data Transfer*)

Please note that we are tracking your movements at this event (which presentations participated) this will greatly assist the organizers in organizing the next conference, in assessing the popularity of the performances, these data are processed and stored in anonymized, no connection with data subject's.

During the registration of the platform, we place it manually according to the information you provide, according to your interests. Groups can be omitted or joined to other group or groups.

10. DATA TRANSFER

We also inform you that we are working together with subcontractors and partners to fully serve our services, so the following organizations can participate in the processing of your data.

Data Processor	Purpose of data processing	Transferred personal data
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AsiaHabit	<i>Website operation, technical support</i>	Name, company name, position, email address
Magyar Telekom Nyrt. www.telekom.hu	<i>Transaction and promotional Text message sending.</i>	Phone number
Savix Kft. www.savix.hu	<i>Production of printing materials.</i>	Name, company name, position, email address
CompOffice-R Kft. www.rentit.hu	<i>Operation of event platform and related technical service support.</i>	Name, company name, position, email address
Számlázz.hu	<i>Issuing invoice</i>	Individual: Name, E-mail address, residential address In the case of a company account, company data
Barion.hu	<i>Buying entry card, pass</i>	Individual: Name, E-mail address, residential address In the case of a company account, company data

10.1. DATA TRANSFER TO THIRD COUNTRY

Data Processor	Purpose of data processing	Transferred personal data	Description
The Rocket Science Group, LLC (Mailchimp) mailchimp.com	<i>Newsletter technical background service.</i>	Name, email address	https://mailchimp.com/legal/data-processing-addendum/
Google LLC	<i>Event organization support from an IT point of view</i>	Visitors' and presentators registration data	Data center location: Germany, Frankfurt https://cloud.google.com/terms/sccs/eu-c2p
Tresorit	<i>Signing agreement</i>	email address	https://tresorit.com/legal/privacy-policy https://support.tresorit.com/hc/en-us/categories/7302142279954-Electronic-Signature https://tresorit.com/legal/esign-specific-terms

11. INTEGRITY AND CONFIDENTIALITY

Please be informed that we process your personal data confidentially, we do not disclose them to any third party without informing you or obtaining your prior consent, or without a legal authorization. To meet data security requirements our Company –with proper organizational and technical measures- ensures fair and transparent data management, takes care of the protection and security of your personal data, particularly against unauthorized access and handling, alteration, transfer, public disclosure, destruction and incidental destruction (loss) and injuries (damages).

12. YOUR RIGHTS AS A DATA SUBJECT

You may request information at any time about your personal data we control and may request to correct, refine, delete or limit any of your data and to exercise any of the rights allowed by law.

a) Right to request information

The data subject may request information (via the contact details above, in a written form) about

- what personal data,
- on what legal reason,
- for what purpose,
- from what source,
- for how long is controlled,
- to who, when, on what legal basis the organization granted access of forwarded what personal information of the data subject.

b) Right to rectification

The data subject may request in a written form to modify any of his or her data (for example the email address might be changed at any time). The organization will fulfill the request in less than a month and will inform the data subject about the change via email.

c) Right to erasure

The data subject may request in a written form to erase any and/or all of his or her data.

The request must be refused if the organization must store the data to comply with the law. If there is no legal obligation to store the data, the organization will fulfill the request in less than a month and will inform the data subject about the change via email.

d) Right to restriction of processing

The data subject may request in a written form to restrict the processing of his or her data (by unambiguously indicating the limited nature of processing and by providing separate handling for such data). The limitation ends when the reasons indicated by the data subject makes the storage necessary.

e) Right to object

The data subject may object at any time in a written form to stop processing his or her data in case the organization would use or forward the personal data for surveying or research purposes.

f) Complaints and remedies

In relation to data processing you can also ask for a legal remedy, making a complaint to the person responsible for data protection (under GDPR: Data Protection Officer) or to the Supervising Authority, if in your judgement the processing of your personal data violates the legal regulations of data protection, and, finally, you can also go to court.

Data Protection Officer:

Name: **Turul Balogh**

Email: dpo@itbn.hu

Address: H-1137 Budapest, Pozsonyi út 16.
(Édesmindegy Desszertbár)

Supervising Authority:

**Hungarian National Authority for Data Protection and Freedom
of Information**

1055 Budapest, Falk Miksa utca 9-11. Phone: +36 1 391 1400

Fax: +36 1 391 1410

Email: ugyfelszolgalat@naih.hu