

# Privacy and data management notice, ("Privacy Notice")

## I. Purpose and scope of the Prospectus

**Zelemo Holding Zrt.** (1097 Budapest, Könyves Kálmán körút 12-14.) as the "Data Controller" operates a website ("Website") on the [www.zelemo.hu](http://www.zelemo.hu) website. The Data Controller shall process the data of visitors to the Website in accordance with the applicable laws as set out in this Privacy Policy.

The scope of this Notice covers processing on the Website and processing when you contact the Data Controller through the Website or otherwise, including processing necessary for the use of the Services available on the Website or through a website operated by the Company.

## II. Legislation on which the processing is based

- Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information (hereinafter referred to as the "Infotv,
- REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Regulation (EC) No 95/46/EC (General Data Protection Regulation) (the "Regulation")

## III. Definitions of terms

- **Data processing:** the performance of technical tasks related to data processing operations, irrespective of the method and means used to perform the operations and the place of application, provided that the technical task is performed on the data;
- **Processor:** a natural or legal person, public authority, agency or any other body which processes personal data on behalf of the controller;
- **Data processing:** any operation or set of operations which is performed upon personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction
- **Controller:** the natural or legal person or unincorporated body which, alone or jointly with others, determines the purposes for which personal data are processed, takes and implements decisions regarding the processing (including the means used) or implements them with the Processor;
- **Transfer:** making personal data available to a specified third party;
- **"Data Breach" means** a breach of security that results in the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed;
- **Data subject:** any natural person who is identified or can be identified, directly or indirectly, on the basis of any specified personal data;
- **GDPR:** Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Regulation (EC) No 95/46/EC (General Data Protection Regulation);

- **Third party:** a natural or legal person or an unincorporated organisation that is not the same as the data subject, the Data Controller or the Data Processor;
- **Authority:** the National Authority for Data Protection and Freedom of Information, established in accordance with the provisions of the Fundamental Law to ensure the right to information self-determination, freedom of information and protection of personal data, and the legitimate access to public interest data and data in the public interest, and to monitor and promote the exercise of these rights;
- **Consent:** a voluntary and explicit expression of the Data Subject's wishes, based on appropriate information, by which he or she gives his or her unambiguous consent to the processing of personal data concerning him or her, whether in full or in relation to specific operations;
- **Personal Data:** any data or information by virtue of which a natural person (Data Subject) can be identified, directly or indirectly, in particular by reference to an identifier such as a name, number, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Service:** the services operated by the Data Controller and provided by the Data Controller that are available on the Website.

## IV. Data Processing

### 4.1. Contacting, developing business relationships

By providing Personal Data, you acknowledge that you are familiar with the version of this Notice in force at the time you provide the data and you voluntarily and expressly consent to the use of the Personal Data you provide and the Personal Data generated about you. The Data Subject has the right to withdraw his or her consent at any time, which withdrawal shall not affect the lawfulness of the Processing prior to the withdrawal.

Scope of the data processed: in case of contact, a name and e-mail address are provided, which is registered in the Data Controller's system. The purpose of registration is to contact you, send marketing materials.

Legal basis for processing: the Data Subject's voluntary, prior consent

Purpose of processing: to identify the Data Subject, to maintain contact with the Data Subject

Duration of processing: until the Data Subject objects. The Data Controller will inform the Data Subject electronically of the deletion of any personal data provided by the Data Subject pursuant to Article 19 of the GDPR. If the Data Subject's objection request also includes the e-mail address provided by the Data Subject, the Data Controller will delete the e-mail address as well after the notification.

### 4.2. Processing of data on the IT Internet in connection with the contact

The Data Controller records the IP address of the Data Subject and the time of the visit on its computer system

Data processed: IP address, time of visit

Legal basis for processing: legitimate of the Data Controller

Purpose of processing: lawful provision of the Service

Duration of data processing: data that are automatically, technically recorded during the operation of the system are stored in the system for a period of time from the moment they are generated, which is justified for the purposes of ensuring the operation of the system. The Data Controller shall ensure that these automatically recorded data cannot be linked to other Personal Data, except in cases required by law.

#### **4.3. For online content services:**

##### **Services available through the website:**

- **contact**

Data processed: name, e-mail address, telephone number.

Legal basis for processing: legitimate interest of the Data Controller

Purpose of processing: lawful provision of services in the context of online content provision.

Duration of processing: until the purposes of processing are fulfilled or until the Data Subject's consent is withdrawn or the Data Subject requests deletion.

#### **4.4. Enforcement of claims arising from the contract**

**Personal data processed:** name, e-mail address, telephone number of the contact person of the contracting party

**Purpose of processing:** to pursue legal claims arising after the termination of the contract or to investigate and, if necessary, fulfil the Data Subject's claims arising from the contract.

**Legal basis for processing:** The processing is carried out in the legitimate interest of the Controller pursuant to Article 6(1)(f) of the Regulation.

**Duration of data processing:** the Data Controller will keep the data until the end of the period (5 years) during which the claims arising from the contract may be enforced. If any Data Subject objects to the processing, the Data Controller is entitled to retain the data for a further 5 years from the termination of the contract in order to pursue its own legitimate interests or to comply with a legal obligation, even if they object.

**4.5. Links to external sites:** Our Website contains links to sites that provide useful information for our Visitors. The Data Controller is not responsible for the data contained therein or for any damage caused by visiting or using external sites.

## **V. Principles governing the processing of Personal Data**

The Data Controller shall process Personal Data in accordance with the principles of good faith and fairness and transparency, as well as in accordance with the applicable laws and the provisions of this Notice.

The scope of the Personal Data processed shall be proportionate to the purpose of the processing and shall not go beyond it.

In any case where the Data Controller intends to use the Personal Data for a purpose other than that for which it was originally collected, the Data Controller shall inform the Data Subject and obtain the Data Subject's prior explicit consent or provide the Data Subject with the possibility to object to the use.

The Data Controller does not verify the Personal Data provided by the Visitor, and the person providing it is solely responsible for its correctness.

The Data Controller shall ensure the security of Personal Data and shall take technical and organisational measures and establish procedural rules to ensure that the data recorded, stored or processed are protected and to prevent their accidental loss, unlawful destruction, unauthorised access, unauthorised use, unauthorised alteration or unauthorised disclosure. The Data Controller shall invite all third parties to whom it transfers Personal Data to comply with this obligation.

## **VI. Cookie or "biscuit"**

A cookie is a piece of information sent by the Website to your computer when you visit the Website, which makes certain services of the Website more convenient for you. For example, you may be able to have your email address and password remembered by the Site in the Site's registration interface, so that you do not have to provide this information each time you log in, if you consent. By using cookies, your needs can be better assessed. You have the right to enable or disable cookies at any time by changing or modifying the settings on your computer browser. You can also set your browser preferences to allow a pop-up window to warn you each time before you use cookies.

We use cookies on this site for the following reasons:

- to store a user session,
- to collect statistics,
- to store user settings,
- to store your consent to the cookie.

You can enable or disable cookies by changing your browser settings.

## **VII. Use of a data processor**

If the processing is carried out on behalf of the Controller, the Controller may only use Processors that provide adequate guarantees to implement appropriate technical and organisational measures to ensure compliance with the requirements of the GDPR and to protect the rights of Data Subjects. The Processor may not use any other processor without the prior written authorisation, whether general or ad hoc, of the Controller.

The data processors acting on behalf of the Data Controller are

- **Meta Platforms, Inc.**
- Based in Menlo Park, California
- Web: [www.facebook.com](http://www.facebook.com)

- Activity: marketing activity
  
- **Google Ireland Limited**
- Based in Dublin, Ireland
- Web: [www.google.com](http://www.google.com)
- Activity: marketing activity
  
- **Hrenko Digital Agency Ltd.**
- Head office: 1095 Budapest, Soroksári út 48.
- Web: [www.hrenko.hu](http://www.hrenko.hu)
- Activity: website operation, maintenance

### **VIII. Possibility of data transfer**

The Data Controller is entitled and obliged to transmit to the competent authorities any Personal Data at its disposal and stored by it in accordance with the law, which Personal Data it is obliged to transmit by law or by a final and binding obligation of a public authority. The Controller shall not be held liable for such transfers and the consequences thereof.

The Data Controller may also transfer your data to a database of a member of the Zelemo group of companies in your country of residence (country) or, outside the Member States of the European Economic Area. The Data Controller will only transfer your data to a company in a third country as data controller or processor, where an adequate level of data protection is ensured in that country.

Contractual partners and/or members of the Zelemo group of companies will not transfer your data to third parties, except for mandatory data transfers based on law.

### **IX. Data security**

On our website, we will take the necessary steps to protect Personal and/or sensitive data transmitted from your computer, in particular against unauthorised access, alteration, disclosure, deletion or destruction, accidental destruction or damage, and loss of access due to changes in technology. In order to protect the data files managed electronically in the different registers, appropriate technical arrangements should be in place to ensure that data stored in the registers cannot be directly linked and attributed to the data subject, except where permitted by law.

Please note that we use data networks with appropriate firewall and password protection, but please note that Internet data transmission cannot be completely secure or error-free. You are responsible for the security of passwords, identifiers or other special access methods, unless the damage is caused by the Data Controller's unlawful interference with the Data Subject's data or breach of data security requirements.

### **X. Rights and means of enforcement of the Data Subject**

#### **10.1 Right to request information and personal data**

The Data Subject has the right to access and verify the personal data held by the Data Controller and information relating to their processing, and the right to have access to the personal data. You may request information by e-mail to [info@zelemo.hu](mailto:info@zelemo.hu).

In case of exercise of the right of access, the information shall include:

- define the scope of the data processed,
- the purpose, time and legal basis of the processing in relation to the scope of the data processed,
- transfer: to whom the data have been or will be transferred,
- Indicate the data source.

The controller shall provide the information to the Data Subject in a commonly used electronic format, unless the Data Subject requests it in writing on paper.

The Controller shall provide the Data Subject with a copy of the personal data free of charge for the first time. For additional copies requested, the Controller may charge a reasonable fee based on administrative costs. If the Data Subject requests a copy electronically, the information will be provided to him/her by email in a commonly used electronic format.

Following the information, if the Data Subject does not agree with the processing or the accuracy of the data processed, he or she may request the rectification, integration, erasure or restriction of the processing of personal data concerning him or her, as specified in point 10.2, or object to the processing of such personal data, or initiate the procedure specified in XI

### **10.2. Right to rectification and integration of personal data processed**

At the written request of the Data Subject, the Data Controller shall, without undue delay, correct inaccurate personal data provided by the Data Subject in writing or complete the incomplete data with the content indicated by the Data Subject. The Controller shall inform any recipient to whom it has disclosed the personal data of the rectification or completion, unless this proves impossible or involves a disproportionate effort. The Data Subject shall be informed of the data of such recipients if he or she so requests in writing.

### **10.3. Right to restriction of processing**

The Data Subject may, by written request, ask the Controller to restrict the processing of his or her data if.

- the Data Subject contests the accuracy of the personal data, in which case the restriction applies for the period of time necessary to allow the Controller to verify the accuracy of the personal data,
- the processing is unlawful and the Data Subject 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 Data Subject requires them for the establishment, exercise or defence of legal claims,
- the Data Subject objects to the processing: in this case, the restriction applies for the period until it is established whether the legitimate grounds of the Controller prevail over the legitimate grounds of the Data Subject.

If the Data Subject's objection is justified, the Data Controller shall restrict the data, i.e. only storage as processing may take place as long as

- the Data Subject consents to the processing;
- the processing of personal data is necessary for the exercise of legal claims;
- the processing of personal data becomes necessary in order to protect the rights of another natural or legal person; or
- the processing is required by law in the public interest.

If the Data Subject has requested the restriction of processing, the Data Controller shall inform the Data Subject in advance of the lifting of the restriction.

#### **10.4. Right to erasure (right to be forgotten)**

At the Data Subject's request, the Data Controller shall delete the personal data concerning the Data Subject without undue delay if one of the grounds specified applies: (i) the personal data are no longer necessary for the purposes for which they were collected or otherwise processed by the Data Controller; (ii) the Data Subject withdraws the consent on the basis of which the processing was carried out and there is no other legal basis for the processing; (iii) the Data Subject objects to the processing on grounds relating to his or her particular situation and there is no legitimate ground for the processing; (iv) the Data Subject objects to the processing of personal data concerning him or her for direct marketing purposes, including profiling, where it is related to direct marketing; (v) the personal data are unlawfully processed by the Controller; (vi) the personal data have been collected in connection with the provision of information society services directly to children.

The Data Subject may not exercise his or her right to erasure or blocking if the processing is necessary i) for the exercise of the right to freedom of expression and information; ii) on grounds of public interest in the field of public health; iii) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes, where the exercise of the right to erasure would make such processing impossible or seriously impair it; or iv) for the establishment, exercise or defence of legal claims.

#### **10.5. Right to data portability**

If the processing is necessary for the performance of a contract or is based on the Data Subject's voluntary consent, the Data Subject has the right to request to receive the data he or she has provided to the Data Controller in a machine-readable form. If technically feasible, he or she may request that the data be transferred to another controller.

The Data Controller shall only comply with a request for data portability on the basis of a written request. In order to comply with the request, the Data Controller must satisfy itself that the Data Subject who is entitled to exercise the right intends to do so. The Data Subject may, in the context of this right, request the portability of data which he or she has provided to the Controller. Exercising this right does not automatically entail the deletion of the data from the Controller's systems, and therefore the Data Subject will be recorded in the Controller's systems after exercising this right, unless he or she also requests the deletion of his or her data.

#### **10.6. Objection to the processing of personal data**

The Data Subject may object to the processing of his or her personal data by means of a statement addressed to the Controller, if the legal basis for the processing is.

- public interest within the meaning of Article 6(1)(e) of the GDPR; or
- legitimate interest within the meaning of Article 6(1)(f) of the GDPR.

In the event of the exercise of the right to object, the Controller may no longer process the personal data, unless it can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the Data Subject or for the establishment, exercise or defence of legal claims. The Controller shall decide whether the processing is justified by compelling legitimate grounds. It shall inform the Data Subject of its position in this regard in an opinion.

The Data Subject may object in writing (by email or post).



## **10.7. Enforcement by another person of the rights of the deceased Data Subject**

Within five years of the death of the Data Subject, the rights of the deceased during his or her lifetime, such as the right of access, rectification, erasure, restriction of processing, data portability and objection, may be exercised by the person authorised by the deceased by means of an administrative order or a declaration in a public or private document of full probative value made to the Data Controller. If the deceased has made more than one such declaration to the Controller, the person named in the declaration made at a later date may assert those rights.

If the deceased did not make such a declaration, the rights to which the deceased was entitled during his or her lifetime and which are set out in the previous paragraph may be exercised by the close relative of the person concerned within five years of the death of the person concerned (in the case of more than one close relative, the first to exercise the rights shall be the closest relative).

A close relative is defined in the Civil Code as. 8:1 (1) 1) of the Civil Code, a spouse, a relative in the direct line of marriage, an adopted, step- or foster child, an adoptive, step- or foster parent and a brother or sister. The close relative of the deceased must provide proof:

- the fact and date of the death of the deceased person concerned by means of a death certificate or court order, and
- certifies his or her identity - and that of close relatives, if necessary - by means of a public document.

The person asserting the rights of the deceased - in particular in proceedings against the Data Controller and before the National Authority for Data Protection and Freedom of Information and the courts - shall be entitled to the rights and shall be subject to the obligations to which the deceased was entitled during his or her lifetime in accordance with the Info Act and the Regulation.

Upon written request, the Data Controller shall inform the next of kin of the action taken, unless the deceased has expressly prohibited this in a statement.

## **10.8. Deadline for fulfilling the request**

The Data Controller shall inform the Data Subject of the measures taken without undue delay, but in any event within one month of receipt of any request. If 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, but in that case the Data Controller shall inform the Data Subject within one month of receipt of the request, stating the reasons for the delay, and that the Data Subject may lodge a complaint with the supervisory authority and exercise his or her right of judicial remedy.

If the Data Subject's request is manifestly unfounded or excessive (in particular in view of its repetitive nature), the Data Controller may charge a reasonable fee for complying with the request or refuse to act on the basis of the request. The burden of proof shall lie with the Data Controller.

If the Data Subject has submitted the request by electronic means, the Controller shall provide the information by electronic means, unless the Data Subject requests otherwise.

The Data Controller shall inform each recipient to whom or with which the personal data have been disclosed of any rectification, erasure or restriction of processing that it has carried out, unless this proves impossible or involves a disproportionate effort. Upon request, the Data Subject shall be informed by the Controller of these recipients.

## **10.9. Damages and compensation**

Any person who has suffered pecuniary or non-pecuniary damage as a result of a breach of the Regulation shall be entitled to compensation from the Data Controller or the processor for the damage suffered. A processor shall be liable for damage caused by processing only if it has failed to comply with the obligations expressly imposed on processors by law or if it has disregarded or acted contrary to lawful instructions from the Controller. The Controller or the processor shall be exempt from liability if it proves that it is not in any way responsible for the event giving rise to the damage.

## **XI. ENFORCEMENT OPTIONS**

You can exercise your rights by sending a written request by email or post.

## **XII. HANDLING DATA BREACHES**

A data breach is a breach of security that results in the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed. The Data Controller shall keep a register for the purposes of monitoring the measures taken in relation to the personal data breach and informing the supervisory authority, which shall include the scope of the personal data affected by the breach, the number and type of data subjects, the date of the breach, the circumstances and effects of the breach and the measures taken to remedy the breach. In the event of an incident, the Data Controller shall, unless it does not pose a risk to the rights and freedoms of natural persons, inform the Data Subject and the supervisory authority of the personal data breach without undue delay and within 72 hours at the latest.

## **XIII. OTHER PROVISIONS**

The Data Controller reserves the right to unilaterally amend this Privacy Notice, in particular, but not limited to, in the event of changes in legislation, subject to prior notification to the Data Subjects. Amendments shall take effect for the Data Subject on the date specified in the notification, unless the Data Subject objects to the amendments.

The Controller does not verify the personal data provided to it. The person providing the data is solely responsible for the correctness of the data. When providing personal data, each Data Subject shall be responsible for the accuracy of the data provided, for his/her own personal data and for the use of such data only for the purposes of the services provided.

Date of entry into force of this Privacy Notice: 2024.10.04.

The Privacy Notice is available at the following link: [www.zelemo.hu](http://www.zelemo.hu)

In the event of a violation of the rights concerning your Personal Data, you have the right to contact the National Authority for Data Protection and Freedom of Information (address: 1055 Budapest, Falk Miksa u. 9-11., phone: +36 (1) 391-1400, fax: +36 (1) 391-1410, e-mail [cim:ugyfelszolgalat@naih.hu](mailto:cim:ugyfelszolgalat@naih.hu)).

The Data Subject has the right to take legal action in case of violation of his/her rights. The court of law has jurisdiction to decide on the case. At the Data Subject's option, the lawsuit may also be brought before the court of the Data Subject's place of residence or domicile.

