

DATA PROTECTION AND PRIVACY NOTICE

(PROCESSING OF COOKIES ON THE WEBSITE)

I. PRESENTATION OF THE CONTROLLER

Sportmarketing Ügynökség Kft. (hereinafter: ‘**Controller**’ or ‘**Event Organiser**’) attaches the utmost importance to respecting the right to informational self-determination of visitors to the functional website <https://hd120budapest.hu> (hereinafter: ‘**Website**’) of the HARLEY-DAVIDSON® 120th ANNIVERSARY EVENT (hereinafter: ‘**Event**’ or ‘**hd120Budapest**’) it organises. The Controller processes personal data confidentially, in accordance with the applicable European Union and national legislation and relevant data protection (authority) practice, and takes all security and organizational measures to ensure the security, confidentiality, integrity and availability of the data.

Taking into account the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter **GDPR**) and Act CXII of 2011 on the Right of Informational Self-determination and Freedom of Information (hereinafter **Infotv.**), the Controller publishes the following notice (hereinafter **Notice**) in order to protect the personal data of the visitors using the website.

The Notice is effective from **09.08.2022** until revoked with regard to the processing of personal data of data subjects **by the Controller in the course of the operation of the website.**

The Controller reserves the right to unilaterally amend this Notice at any time. In the event of any modification of this Notice, the Controller shall inform the data subjects thereof.

Data of the Controller:	
company name:	Sportmarketing Ügynökség Korlátolt Felelősségű Társaság (short name: Sportmarketing Ügynökség Kft.)
company registration number:	01-09-287952
registered office:	1065 Budapest, Podmaniczky utca 12, ground floor 3
postal address:	1065 Budapest, Podmaniczky utca 12, ground floor 3
email address:	info@dakar.hu
website:	http://sportugynokseg.hu/
represented by:	Balázs Árpád Szalay Managing Director
name of the data protection's name:	Mónika Huszák (DPO)
contact details of the data protection officer:	monika.huszak@hd120budapest.hu

The Controller processes the personal data in accordance with all applicable laws, but primarily in accordance with the provisions of the following legislation:

- act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (**Infotv**);
- Regulation of the European Parliament and of the Council (EU) 2016/679 on the Protection of Natural Persons with Regard to the Processing of Personal Data and on the Free Movement of Such Data, and Repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter: ‘**Regulation**’ or ‘**GDPR**’),

The Controller treats personal data confidentially, and shall take all technical and organisational measures related to data storage and data processing to ensure the security of the data.

Definitions

The terms in this Notice correspond to the interpretative term definitions in Article 4 of the Regulation, and in certain points supplemented with the interpretative provisions of Section 3 of the Infotv. Definitions relevant for the interpretation of this Notice are included in Annex 1.

When this Notice refers to data or processing, it is to be understood as personal data and their processing.

II. PURPOSES OF DATA PROCESSING

THE PROCESSING OF PERSONAL DATA OF VISITORS TO THE WEBSITE OPERATED BY THE CONTROLLER

The Controller uses cookies to maintain and develop the services of the website and to enhance the user experience. In this context, the Controller processes the personal data of the data subject as follows:

2.1. What is a cookie?

Cookies are small text files that are placed by the browser on the user's device (computer, smartphone - or any other device that provides internet access) when opening websites, for the purpose of identification and information collection. A cookie consists of a unique code and is primarily used to distinguish computers and other devices that download the web page. Cookies have a number of functions, including collecting information to allow websites to recognise a user, remember when they visit a particular website, establish a secure connection to a website, and enhance the user experience and browsing comfort by allowing the website owner to understand user habits and thus tailor the content of the website to the user's preferences and interests.

The information stored by the cookies is linked for a certain period of time to the websites that the user accesses on their mobile device, the advertisements they click on, the browser program they use, the information they share on a website and, in some cases, their IP address.

2.2. Purpose of data processing, or the purposes for which cookies may be used

- Ensuring the proper functioning of the website.
- Preparation of website traffic statistics.
- Personalisation of website ads.

2.3. What cookies does the website use?

The Controller provides detailed information about the cookies used by the website through the website's cookie manager. The cookies used by the website are the following:

- **Strictly necessary cookies:** they are essential to provide the services available on the website and to use certain features of the website. Without the use of strictly necessary cookies, the website cannot provide certain services to the user.
- **Functional cookies:** the purpose of using these cookies is to provide a more personalised experience on the website and to allow the site to record user choices

made when using the website (e.g. the site remembers previously entered language settings or login details).

- **Tracking and performance cookies:** the purpose of using these cookies is to collect information about website traffic and its visitors in order to analyse the use of the website (e.g.: to track the time spent on the website or the pages visited, which helps us understand how the Controller can improve its website to the greater satisfaction of users. The information collected through tracking and performance cookies does not identify any individual.
- **Targeted advertising cookies:** these cookies are used to serve ads that are likely to be of interest to you based on your browsing habits. These cookies, which are provided by content and/or advertising providers, may combine information collected from the website with other information collected independently about the user's browser activity over the website network. If the user chooses to remove or disable these targeted or advertising cookies, they will still see the ads, but they may not be relevant to the user.

The information collected by the cookies will not be sold or leased by the website to third parties, except to the extent necessary to provide the services for which the data subject has previously and voluntarily provided this information.

2.4. Legal ground for the processing of data by cookies?

The cookies necessary for the use of the website are used by the Controller based on our legitimate interest pursuant to Article 6(1) f) of the GDPR, and the legal ground for the use of additional cookies is the consent of the data subject, which can be given through the cookie manager, and the provision of Section 13/A(3) of Act CVIII of 2001 on Certain Aspects of Electronic Commerce and Information Society Services.

2.5. How can the user monitor and disable cookies?

In addition to the website cookie manager, all modern browsers allow you to change the cookie setting. Most browsers automatically accept cookies by default, but these settings can usually be changed to prevent automatic acceptance and each time you are offered the choice of whether or not to allow cookies. In addition, depending on the type of browser you use, you can also choose to block only certain types of cookies or cookies from certain sources, and you have the option to be notified each time a new cookie is about to be placed on your computer, so you can choose to accept or reject it. Depending on your browser type, you can also activate private browsing mode.

As cookies are intended to facilitate or enable the usability and processes of the website, by preventing the use of cookies or their deletion, users may not be able to fully use the website functions or the website may not function as intended in their browser.

You can see more information on the cookie settings of the most popular browsers on the following links:

Google Chrome:

<https://support.google.com/accounts/answer/61416>

Firefox:

<https://support.mozilla.org/hu/kb/sutik-informacio-amelyet-weboldalnak-tarolnak-szami>

Microsoft Edge:

<https://support.microsoft.com/hu-hu/help/4468242/microsoft-edge-browsing-data-and-privacy>

Microsoft Internet Explorer:

<https://support.microsoft.com/hu-hu/help/17442/windows-internet-explorer-delete-manage-cookies>

Opera:

<https://help.opera.com/en/latest/web-preferences/#cookies>

Safari:

<https://support.apple.com/hu-hu/guide/safari/sfri11471/mac>

If you choose to disable all cookies on your computer, this will not prevent you from accessing the website.

Please note that if a computer is used by multiple users or has multiple browsers, some cookie settings may not be permanent; either because a different browser is being used or because each user has changed their previous settings. The above factors are beyond the control of the Controller, therefore it cannot guarantee the persistence of the user's settings.

Please also note that disabling cookies does not prevent the display of advertisements on the user's computer on the websites they visit. The disabling only prevents the display of advertisements that match the user's interests, based on their supposed online activity.

If a user uses different devices to access the website (e.g. smartphone, tablet, computer, etc.), their privacy preferences must be set on all devices.

The website of the European Interactive Digital Advertising Alliance (EDAA) ([Youronlinechoices](#)) provides more information on all types of cookies, not just those used by the website.

III. RIGHTS OF THE DATA SUBJECT IN RELATION TO THE PROCESSING

It is important for the Controller that its processing complies with the requirements of fairness, lawfulness and transparency. In relation to the processing, the data subject may exercise their rights set out in the following Regulation:

3.1. Right to information

The data subject has the right to receive information relating to the processing, which the Controller provides by making this Notice available.

3.2. Processing based on consent

If the legal ground of the processing is the consent of the data subject, they have the right to withdraw their consent to the processing at any time. However, it is important to know that the withdrawal of consent can only apply to data for which there is no other legal ground for processing. Unless there is another legal ground for the processing of the personal data concerned, the Controller will permanently and irrevocably erase the personal data after the withdrawal of the consent. However such withdrawal will not affect the legality of the processing activities performed with the data subject's consent, prior to the withdrawal.

3.3. Access rights

At the request of the data subject, the Controller shall at any time, unless it is restricted by a legitimate interest, inform the data subject whether or not personal data concerning them are

being processed and, if so, provide access to the personal data and to the following information:

- the purposes of the processing;
- legal ground of the processing;
- the categories of the personal data concerned;
- the recipients or categories of recipients to whom the Controller has communicated or will communicate the personal data, including in particular third country recipients or international organisations;
- the intended preservation period of the personal data or, if this is not possible, the aspects of determining such a preservation period;
- the data subject shall also be informed of their right to request the Controller to rectify, erase or restrict the processing of personal data concerning them, as well as their right to object to the processing of such personal data;
- the right to lodge a complaint with a supervisory authority or to initiate legal proceedings;
- if the data were not collected directly from the data subject by the Controller, all available information on the source of the data;
- if automated decision-making takes place, the fact of this, including profiling, and at least in these cases, the logic used, i.e. the significance of such processing and the expected consequences for the data subject.

3.4. Right to the rectification of personal data

The data subject has the right at any time to have inaccurate personal data concerning them be rectified by the Controller at their request without undue delay. Taking into account the purpose of the processing, the data subject is also entitled to request that the incomplete personal data be supplemented, inter alia, by means of a supplementary statement.

If a request is made to rectify (modify) the data, the data subject must prove the validity of the data requested to be modified, and they must also prove that the person requesting the data to be modified is entitled to do so. This is the only way for the Controller to judge whether the new data is real and, if so, whether to modify the previous data.

If it is not clear whether the data processed is correct or accurate, the Controller will not correct the data, but only mark it, i.e. indicate that it has been objected to by the data subject, but not necessarily incorrect. The Controller shall, without undue delay, correct inaccurate personal data or supplement the data concerned by the request, after confirming the authenticity of the request. The Controller shall notify the data subject of the rectification or marking.

The Controller further draws attention to the fact that the data subject should announce the change in their personal data as soon as possible, facilitating lawful processing and the enforcement of their rights.

3.5. Right to erasure ('right to be forgotten')

At the request of the data subject, the Controller is obliged to erase the personal data of the data subject without undue delay if one of the following reasons exists:

- the personal data requested to be erased are no longer needed by the Controller for the purpose they were obtained for and managed in any way;
- in the case of consent-based processing, the data subject withdraws the consent on which the processing is based and there is no other legal ground for the processing;

- the data subject objects to the processing and there is no overriding legitimate reason for the processing, or objects to the processing for the purpose of direct business acquisition;
- the Controller manage the personal data unlawfully;
- the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the Controller is subject;
- the personal data were obtained in connection to the provision of services relating to the information society.

3.6. Right to the restriction of processing

The Data Subject has the right to obtain, at their request, the restriction of processing by the Controller if one of the following conditions is met:

- they contest the accuracy of their personal data, in which case the restriction shall only apply to the time period necessary for the Controller to verify the correctness of the personal data;
- the processing is unlawful and they oppose the erasure of the data, instead they request the restriction of their use;
- the Controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the submission, enforcement or defence of legal claims; or
- the data subject objected to the data processing; in such cases the restriction shall only apply to the time period necessary to determine whether the Controller's justified needs precede the needs of the data subject.

If the data are subject to restriction, such personal data may be processed, except for storage, only with the consent of the data subject or for the establishment, exercise or defence of legal claims of another natural or legal person or of an important public interest of the Union or of a Member State. The Controller shall inform the data subject in advance of the lifting of the restriction on processing.

3.7. Right to objection

Where the processing of personal data is based on a legitimate interest of the Controller (Article 6 (1) f) of the Regulation) or the processing is necessary for the performance of a task performed in the exercise of a public authority conferred on the Controller (Article 6 (1) e) of the Regulation) the data subject shall have the right to object at any time to the processing of their personal data, including profiling based on those provisions, for reasons related to their own situation.

If the data subject's personal data is processed by the Controller for the purpose of direct business acquisition (i.e. sending notification letters), they have the right to object at any time to the processing of personal data concerning them for this purpose, including profiling, if it is related to direct business acquisition. If the data subject objects to the processing of their personal data for the purpose of direct business acquisition, the personal data may no longer be processed for this purpose.

3.8. Interest balancing test

Where the legal ground for the processing of personal data is the legitimate interest of the Controller or a third party within the meaning of Article 6(1) f) of the Regulation and, consequently, a written 'interest balancing test' has been conducted pursuant to paragraph 47 of the preamble and Article 5(2), the data subject may request it by sending an e-mail to monika.huszak@hd120budapest.hu.

3.9. Right to data portability

The data subject has the right to receive the personal data concerning them, which they have provided to a Controller, in a structured, commonly used and machine-readable format and shall have the right to transfer those data to another controller if:

- a) the processing is based on the data subject's consent or a contract pursuant to Article 6 (1) b) of the Regulation; and
- b) the data handling is automated.

IV. PROCEDURES FOR ENFORCING THE RIGHTS OF THE DATA SUBJECT

The data subject can exercise the above rights by sending an e-mail to monika.huszak@hd120budapest.hu, by post to the Controller's registered officer or by visiting the Controller's registered office in person. The Controller starts assessing and fulfilling the request of the data subject without undue delay upon receipt. The Controller informs the data subject of the measures taken based on the request within 30 (thirty) days of its receipt. If the Controller is unable to comply with the request, it shall inform the data subject of the reasons for the refusal and the right of appeal within 30 (thirty) days.

Within 5 (five) years after the death of the data subject, the rights of the deceased specified in this Notice, to which the deceased was entitled while alive, may be exercised by the person authorised by the data subject with an administrative order or a statement made to the Controller contained in a public document or a private document with full probative value, and if the data subject made more than one statement to the Controller, by the statement made at a later date. If the data subject did not make an equivalent statement, then, even in the absence thereof, their close relative under Act V of 2013 on the Civil Code is entitled to exercise the rights of the deceased, to which they were entitled while alive, within 5 (five) years following the death of the data subject, as provided for in Articles 16 (right to rectification) and 21 (right to objection) of the Regulation and, if the processing was already illegal in the life of the data subject or the purpose of the processing ceased with the death of the data subject, Articles 17 (right to erasure) and 18 (right to restrict processing) of the Regulation. A close relative, who is the first to exercise this right shall be entitled to exercise the rights of the data subject under this paragraph.

V. RIGHT TO LEGAL REMEDY WITH REGARD TO THE PROCESSING

In order to enforce their right to judicial remedy, the data subject may apply to a court against the Controller, if, in their opinion, the Controller or the processor commissioned by it or acting on its instruction is processing their personal data in violation of the provisions specified in the legislation on the processing of personal data or in the mandatory legal acts of the European Union. The court shall hear such cases in priority proceedings. The case falls within the competence of the general court. The lawsuit may also be brought - at the choice of the data subject - before the court of the place of residence or domicile of the data subject or the court of the seat of the Controller (Budapest Environs Court).

They can find the court of their domicile or residence at <http://birosag.hu/ugyfelkapcsolati-portal/birosag-kereso>.

Anyone is entitled to request an investigation from the National Authority for Data Protection and Freedom of Information (NADPFI) against the Controller through a notification (complaint), on the grounds that an infringement occurred or is imminent with regard to the processing of

personal data, or that the Controller restricts the exercising of their rights related to processing or rejects their request to enforce these rights. The notification can be made at one of the following contact details:

National Authority for Data Protection and Freedom of Information (NADPFI)

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

Address: 1055 Budapest, Falk Miksa utca 9-11.

E-mail: ugyfelszolgalat@naih.hu

URL: <http://naih.hu>

We recommend that you contact the Data Protection Officer of the Controller before filing a complaint with the National Authority for Data Protection and Freedom of Information or to the courts by using the contact details stated in this Notice.

Budapest, 09.08.2022

Annex 1:

Terms relating to the processing of personal data

- **controller:** the legal person who determines the purposes and means of the processing of personal data;
- **processing:** means 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, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure, transfer, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- **data transfer:** making data available to a specified third party;
- **erasure:** rendering data unrecognisable in such a way that their recovery is no longer possible;
- **data marking:** the marking of data with an identification mark to distinguish them;
- **restriction of processing:** marking of stored personal data with a view to limiting their future processing;
- **data destruction:** the total physical destruction of a storage medium containing data;
- **data processor:** a legal person who processes personal data on behalf of the Controller;
- **recipient:** a natural or legal person, public authority, agency or any other body to whom or with which personal data are disclosed, whether or not a third party;
- **data subject:** a natural person who is identified or identifiable; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, number, location data, 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;
- **third party:** a natural or legal person, public authority, agency or any other body which is not the same as the data subject, the Controller, the processor or the persons who, under the direct authority of the Controller or processor, are authorised to process personal data;
- **consent of the data subject:** a freely given, specific, informed and unambiguous indication of the data subject's wishes by which they signifies, by a statement or by an act unambiguously expressing their consent, that they signifies their agreement to the processing of personal data relating to them;
- **personal data:** any information relating to the data subject;
- **objection:** a statement by the data subject objecting to the processing of their personal data and requesting the cessation of the processing or the erasure of the processed data.