



## DATA PROTECTION AND PRIVACY NOTICE

(DATA MANAGEMENT RELATED TO EXHIBITOR ACCREDITATION)

### I. PRESENTATION OF THE CONTROLLER

The **Sportmarketing Agency Ltd.** (hereinafter referred to as **the "Controller"** or the **"Event Organizer"**) attaches great importance to respecting the right of information self-determination of the employees of the exhibiting partners participating in the HARLEY-DAVIDSON® 120th ANNUAL EVENT (hereinafter referred to as the **"Event"** or **"hd120Budapest"**) organized by it. The Controller shall treat personal data confidentially, in accordance with the applicable European Union and national legislation and relevant data protection (authority) practices, and shall take all security and organisational measures to ensure the security, confidentiality, integrity and availability of the data.

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 the 2011 Regulation on the right to information and freedom of information (Regulation (EU) 2016/679). In order to protect the personal data processed **in the course of its exhibitor accreditation procedures in connection with the Event, and** taking into account the provisions of Act CXII of 2011 on Information and Information Freedom of Information and Access to Information (hereinafter referred to as **"the Information Act"**), the following information notice (hereinafter referred to as **"the Notice"**) is published.

This Notice is effective from **12.05.2023** until its withdrawal in relation to the processing of personal data of data subjects involved in the **accreditation process carried out by the Controller.**

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

<b>Controller's data:</b>	
company name:	Sportmarketing Agency Ltd.
company registration number:	01-09-287952
is based in:	1065 Budapest, Podmaniczky utca 12. fszt. 3.
postacímé:	1065 Budapest, Podmaniczky utca 12. fszt. 3.
your electronic address:	<a href="mailto:info@dakar.hu">info@dakar.hu</a>
website address:	<a href="http://sportugynokseg.hu/">http://sportugynokseg.hu/</a>
representative:	Balázs Árpád Szalay Managing Director
data protection relationship:	<a href="mailto:gdpr@sportugynokseg.hu">gdpr@sportugynokseg.hu</a>

The Controller processes personal data in accordance with all applicable laws, but in particular with the following:

- Act CXII of 2011 on the Right of 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 Directive 95/46/EC (General Data Protection Regulation; hereinafter "**the Regulation**" or "**GDPR**").

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

## **Definitions**

The terminology of this Information Notice is identical to the interpretative definitions set out in Article 4 of the Regulation, and in certain points supplemented by the interpretative provisions of Article 3 of the Infotv. The definitions relevant for the interpretation of this Information Notice are set out in Annex 1.

When this Notice refers to data or data processing, it means personal data or the processing thereof.

## **II. PURPOSES OF DATA PROCESSING**

PROCESSING BY THE CONTROLLER FOR THE PURPOSE OF THE ACCREDITATION PROCEDURE FOR THE PARTICIPATION OF EXHIBITORS' REPRESENTATIVES IN THE EVENT

### **2.1. Purpose of data processing**

The purpose of the accreditation procedure carried out by the Controller is to collect a list of the staff of the exhibitors participating in the Event organised by the Event organiser and all the data necessary for the preparation of their accreditation. In this context, the Controller will process the personal data of the data subject as described below.

### **2.2. Legal basis for data processing**

The processing is based on the legitimate interest of the Controller pursuant to Article 6(1)(f) of the Regulation.

### **2.3. Personal data processed**

The Controller processes the following personal data of the data subjects:

Given that accreditation is granted to natural persons (see exhibitors' staff), the Controller processes the following personal data of the persons concerned:

- a) surname, (identification)
- b) first name, (identification)
- c) name of the exhibitor represented, (identification)
- d) face image (identification)
- e) phone number, (contact)
- f) e-mail address, (contact)
- g) scope of access rights

### **2.4. Source of the personal data processed**

The person representing an exhibitor who contacts the Controller with a view to participating in the Event, i.e. the data subject. As the data subject is the source of the personal data, the Controller will inform him/her directly of any changes to the scope of the data processed when they are collected.

## 2.5. Recipients of provided personal data

The Controller has primary access to the personal data processed. The personal data of the data subject may be processed by the Controller only by its employees whose job involves the processing of personal data relating to the management of accreditations. Completed accreditation applications are submitted via the online interface (<https://hd120budapest.hu/site/en/application>).

The data subject's personal data may be processed by the Controller only by its employees whose job involves the processing of personal data relating to communication requests and who have the right to make suggestions or decisions in relation to the message sent by the data subject or the processing of the case required on the basis of the message.

### Processor(s):

Processor details:	
Name of the Processor:	Netmask Interactive Ltd.
Seat:	1131 Budapest, Nővér u. 110
Tax number:	23134339-2-41
Company registration number:	01-09-954570
represents:	Tamás Szomor
E-mail:	<a href="mailto:info@netmask.hu">info@netmask.hu</a>
Activity covered:	Hosting service

Processor details:	
Name of the Processor:	Syscode Ltd.
Seat:	1115 Budapest, Bartók Béla út 152/H.
Tax number:	13817820-2-43
Company registration number:	01-09-874820
represents:	Balázs Kosdi
E-mail:	<a href="mailto:info@syscode.hu">info@syscode.hu</a>
Activity covered:	Website development, Content management

The Processor, acting on behalf of and under the instructions of the Controller, may process the personal data of the data subject only for the purposes specified by the Controller and contractually agreed upon, in accordance with the instructions of the Controller, and shall not have the right to make its own decisions with regard to the processing. The Processor shall be bound by confidentiality obligations and contractual guarantees regarding the retention of personal data obtained in the course of its tasks.

## 2.6. Transfer of personal data

The personal data specified in point 2.3 of this Notice will not be transferred to third countries or international organisations.

## **2.7. Duration of processing of personal data**

The Controller shall process the personal data of the data subjects until the expiry of the general limitation period of 5 (five) years, as defined in Act V of 2013 on the Civil Code, which is calculated from the last performance (data provision) of the data subject. An exception to this shall be made in the event of any legal action or claim, court, prosecution, investigative authority, infringement authority, administrative authority, the National Authority for Data Protection and Freedom of Information or other bodies acting on the basis of a statutory mandate.

## **2.8. Automated decision-making and profiling**

The Controller does not make decisions based solely on automated processing in relation to the data subject and does not profile the data subject on the basis of the available personal data.

## **2.9. Processing techniques**

The Controller processes the personal data of the data subject electronically and manually (on paper).

## **2.10. Supply of personal data**

The provision of personal data is voluntary on the part of the data subjects and is a condition for the reply to the message and thus for the communication between the data subject and the Controller.

## **III. DATA SECURITY**

The Controller and the Processors shall have the right to access the personal data of the data subject only to the extent necessary for the performance of their tasks.

The Controller shall transfer personal data in a uniform, pre-audited and secure manner, while informing the data subject, avoiding redundant data transfers or data transmission through different registration platforms.

In order to ensure data security, the Controller shall assess and record all data processing activities carried out by it.

On the basis of the records of processing activities, the Controller shall carry out a risk analysis to assess the conditions under which each processing operation is carried out and the risk factors that may cause a breach or a potential data protection incident during processing. The risk analysis shall be carried out on the basis of the actual data processing activity. The purpose of the risk analysis shall be to determine the security rules and measures that effectively ensure the adequate protection of personal data in accordance with the performance of the controller's activities.

The Controller shall implement appropriate technical and organisational measures to ensure and demonstrate that the processing of personal data is carried out in accordance with the GDPR, taking into account the nature, scope, context and purposes of the processing and the varying degrees of probability and severity of the risk to the rights and freedoms of natural persons. Including, where applicable:

- the pseudonymisation and encryption of personal data;

- the continued confidentiality, integrity, availability and resilience of the systems and services used to process personal data;
- in the event of a physical or technical incident, the ability to restore access to and availability of personal data in a timely manner;
- a procedure to test, assess and evaluate regularly the effectiveness of the technical and organisational measures taken to ensure the security of processing.

In determining the appropriate level of security, explicit account should be taken of the risks arising from the processing, in particular from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of or access to personal data transmitted, stored or otherwise processed.

The Controller shall implement appropriate technical and organisational measures to ensure that, by default, only personal data that are necessary for the specific purpose of the processing are processed. This obligation relates to the amount of personal data collected, the extent to which they are processed, the duration of their storage and their availability. These measures should in particular ensure that personal data cannot, by default, be made available to an indeterminate number of persons without the intervention of the natural person.

In the event of damage or destruction of personal data, attempts should be made to replace the damaged data as far as possible from other available data sources. The fact of the replacement shall be indicated on the replaced data.

The Controller protects its internal network with multiple layers of firewall protection. At all access points to the public networks used, a hardware firewall (border protection device) is installed at all times. Data is stored redundantly, i.e. in multiple locations, by the Controller to protect it from destruction, loss, damage or unlawful destruction due to IT equipment failure.

Protect your internal networks from external attacks with multi-layered, active, complex malware protection (e.g. virus protection).

The Controller shall take the utmost care to ensure that its IT tools and software continuously comply with the technological solutions generally accepted in the market.

#### **IV. 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. The data subject may exercise at any time his or her rights under the Regulation in relation to the processing.

##### **4.1. Right to information**

The data subject shall have the right to be informed about the processing of the data, which the Controller shall provide by means of this Notice.

##### **4.2. Processing based on consent**

Where the legal basis for a processing operation is the data subject's consent, he or she has the right to withdraw his or her consent to the processing at any time. It is important to note, however, that the withdrawal of consent may only relate to data for which there is no other legal basis for processing. Where there is no other legal basis for the processing of the personal data concerned, the Controller will permanently and irretrievably delete the personal data following the withdrawal of consent. Withdrawal of consent under the Regulation shall not

affect the lawfulness of the processing carried out on the basis of consent prior to its withdrawal.

#### **4.3. 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 his or her personal data are being processed and, if so, provide access to the personal data and the following information:

- the purposes of the processing;
- the legal basis for the processing;
- the categories of personal data concerned;
- the recipients or categories of recipients to whom or with which the Controller has disclosed or will disclose the personal data, including in particular recipients in third countries or international organisations;
- the envisaged period of storage of the personal data or, if this is not possible, the criteria for determining that period;
- the data subject shall also be informed of his or her right to obtain from the Controller the rectification, erasure or restriction of the processing of personal data concerning him or her and to object to the processing of such personal data;
- the right to lodge a complaint with a supervisory authority or to take legal action;
- where the data have not been collected directly from the data subject by the Controller, any available information on the source of the data;
- where automated decision-making is carried out, the fact of such processing, including profiling, and, at least in those cases, the logic used, i.e. the significance of such processing and the likely consequences for the data subject.

#### **4.4. Right to rectification of personal data**

The data subject shall at any time have the right to obtain, at his or her request and without undue delay, the rectification of inaccurate personal data relating to him or her by the Controller. Taking into account the purpose of the processing, the data subject shall also have the right to request the completion of incomplete personal data, including by means of a supplementary declaration.

In the case of a request for rectification (amendment) of data, the data subject must substantiate the accuracy of the data requested to be amended and must also certify that the person entitled to the amendment is the person who requests the amendment. Only in this way can the Controller assess whether the new data is accurate and, if so, whether it can amend the previous data.

If it is not clear whether the data processed is correct or accurate, the Controller does not correct the data, but only marks it, i.e. indicates that the data subject has objected to it, but it may not be 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 correction or marking.

The Controller further draws the attention of the data subject to the need to notify any change in his/her personal data as soon as possible, thus facilitating lawful processing and the exercise of his/her rights.

#### **4.5. Right to erasure ("right to be forgotten")**

At the request of the data subject, the Controller shall delete personal data relating to the data subject without undue delay where one of the following grounds applies:

- the Controller no longer needs the personal data for the purposes for which they were collected or otherwise processed;
- where processing is based on consent, the data subject withdraws the consent on which the processing is based and there is no other legal basis for the processing;
- the data subject objects to the processing and there are no overriding legitimate grounds for the processing or objects to processing for direct marketing purposes;
- the personal data are unlawfully processed by the Controller;
- the personal data must be erased in order to comply with a legal obligation under Union or Member State law applicable to the Controller;
- personal data are collected in connection with the provision of information society services.

There may be important reasons or interests which may allow the processing of the data subject's data even if he or she has objected to it (for example, the exercise of the right to freedom of expression and information, or if it is necessary for the establishment, exercise or defence of legal claims).

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

The data subject shall have the right to obtain, at his or her request, the restriction of processing by the Controller if one of the following conditions is met:

- contests the accuracy of the personal data; in this case, the restriction applies for the period of time that allows the Controller to verify the accuracy of the personal data;
- the data processing is unlawful and you oppose the erasure of the data and instead request 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; or
- the data subject has objected 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.

Where 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 or the protection of the rights 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.

#### **4.7. Right to objection**

Where the processing of personal data is based on the legitimate interests of the controller [Article 6(1)(f) of the Regulation] or is necessary for the performance of a task carried out in the exercise of official authority vested in the controller [Article 6(1)(e) of the Regulation], the data subject shall have the right to object at any time, on grounds relating to his or her particular situation, to processing of his or her personal data, including profiling based on those provisions.

Where the data subject's personal data are processed by the Controller for direct marketing purposes (e.g. sending information letters), the data subject has the right to object at any time to the processing of personal data concerning him or her for such purposes, including profiling, where it is related to direct marketing. If the data subject objects to the processing of his or her personal data for direct marketing purposes, the personal data may no longer be processed for those purposes.

#### **4.8. Interest balancing test**

Where the legal basis 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 "balancing of interests test" has been carried out pursuant to preamble (47) and Article 5(2), the data subject may request it by sending an e-mail to [gdpr@sportugynokseg.hu](mailto:gdpr@sportugynokseg.hu).

#### **4.9. Right to data portability**

The data subject shall have the right to receive the personal data concerning him or her which he or she has provided to the Controller in a structured, commonly used, machine-readable format and the right to have those data transmitted by the Controller to another controller if:

- a) processing is based on the data subject's consent or on a contract within the meaning of Article 6(1)(b) of the Regulation; and
- b) the processing is carried out by automated means.

### **V. PROCEDURES FOR ENFORCING THE RIGHTS OF THE DATA SUBJECT**

The data subject may exercise the above rights by sending an e-mail to [gdpr@sportugynokseg.hu](mailto:gdpr@sportugynokseg.hu), by post to the Controller's head office or by visiting the Controller's head office in person. The Controller shall investigate and act on the data subject's request without undue delay after receipt of the request. The Controller shall inform the data subject of the action taken on the basis of the request within 30 (thirty) days of its receipt. Where the Controller is unable to comply with the request, it shall inform the data subject of the reasons for the refusal and of his or her rights of appeal within 30 (thirty) days.

Within 5 (five) years after the death of the data subject, the rights of the deceased as set out in this Notice, which the data subject enjoyed during his or her lifetime, may be exercised by a person authorised by the data subject by means of an administrative order or a declaration in a public or private document of full probative value made to the Controller or, if the data subject made several declarations to a controller, by a declaration made at a later date. If the data subject has not made a corresponding declaration, his or her close relative within the meaning of Act V of 2013 on the Civil Code may, even in the absence of such a declaration, exercise the rights under Articles 16 (right of rectification) and 21 (right of access to data) of the Regulation. (right to object) and, if the processing was already unlawful during the lifetime of the data subject or if the purpose of the processing ceased to exist upon the death of the data subject, to exercise the rights of the deceased during his or her lifetime as provided for in Articles 17 (right of erasure) and 18 (right to restriction of processing) of the Regulation within 5 (five) years of the death of the data subject. The right to enforce the rights of the data subject under this paragraph shall lie with the next of kin who first exercises that right.

### **VI. RIGHT TO LEGAL REMEDY WITH REGARD TO THE PROCESSING**

In order to enforce his or her right to judicial remedy, the data subject may take legal action against the Controller if he or she considers that the Controller or a processor acting on his or her behalf or under his or her instructions is processing his or her personal data in breach of the provisions of the law on the processing of personal data or of binding legal acts of the European Union. The court shall decide the case out of turn. The Tribunal shall have jurisdiction to hear the case. The lawsuit may be brought, at the choice of the data subject,



before the court of the place of residence or domicile of the data subject or before the court of the seat of the Controller (Budapest District Court).

You can find the court in your place of residence or domicile at <https://birosag.hu/ugyfelkapcsolati-portal/birosag-kereso>.

Anyone may file a complaint with the National Authority for Data Protection and Freedom of Information (NAIH) against the Controller, alleging that the processing of personal data has resulted in a violation of rights or an imminent threat thereof, or that the Controller is restricting the exercise of rights related to the processing of personal data or is refusing to exercise such rights. The notification can be made using one of the following contact details:

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

Postal address: 1363 Budapest, Pf. 9.

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

E-mail: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)

URL: <http://naih.hu>

The Controller is committed to implementing the principles of lawful, transparent and fair processing, and will take prompt action to clarify the issues raised and remedy the identified harm in situations it considers to be prejudicial. Consequently, we recommend that you contact the Controller via the contact details provided in this Notice before taking legal action before the National Authority for Data Protection and Freedom of Information or before a court of law. You will be informed of the findings and the measures taken, and, if you have any questions regarding the processing, you will be informed within the time limits set by the applicable legislation.

The Sportmarketing Agency Ltd., as the Controller, is not liable for the consequences of the inaccurate provision of data.

Budapest, 12 May 2023.

## Annex 1:

### Definitions relating to the processing of personal data

- **controller:** the legal entity that determines the purposes and means of the processing of personal data;
- **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, transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- **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;
- **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:** means 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 he or she signifies, by a statement or by an act unambiguously expressing his or her consent, that he or she signifies his or her agreement to the processing of personal data relating to him or her;
- **personal data:** any information relating to the data subject;
- **objection:** a statement by the data subject objecting to the processing of his or her personal data and requesting the cessation of the processing or the erasure of the processed data.