

PRIVACY POLICY

Effective: 15 January 2025

Protecting personal data is extremely important to us. This Privacy Policy outlines what personal data we collect about you, for what purposes, and on what legal basis we process it. The Privacy Policy also details your rights regarding your personal data.

1. Data Controller Information

Data Controller: Road 21 Konferenciaszervező Kft. (hereinafter: Data Controller)

Registered Address: 1111 Budapest, Lágymányosi utca 12. Fsz. 2. ajtó

Company Registration Number: 01-09-439851

Tax Number: 32735196-2-43

Website: <https://budapestbitcoin.com/>

2. General Legal Basis for Data Processing

- Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR)
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information (Infotv.)
- Act V of 2013 on the Civil Code (Ptk.)
- Act CXXVII of 2007 on Value Added Tax (VAT Act)
- Act C of 2000 on Accounting (Accounting Act)
- Act CLV of 1997 on Consumer Protection (Fgy.tv.)
- Act CXIX of 1995 on Name and Address Data Processing for Research and Direct Marketing Purposes (DM Act)
- Act CVIII of 2001 on Certain Issues of Electronic Commerce Services and Information Society Services (Eker Act)
- Act XLVIII of 2008 on the Fundamental Conditions and Certain Restrictions of Commercial Advertising Activities (Gr.t.)

3. Definitions

Personal Data: Any information relating to an identified or identifiable natural person ('Data Subject'). Identifiable refers to a natural person who can be identified directly or indirectly by reference to an identifier such as a name, number, location data, online identifier, or other specific characteristics.

Data Processing: Any operation performed on personal data, whether automated or not, such as collection, storage, modification, use, transmission, or deletion.

Data Controller: A natural or legal person who determines the purposes and means of processing personal data.

Data Processor: A natural or legal person processing personal data on behalf of the Data Controller.

Recipient: A natural or legal person, public authority, agency, or another body to whom the personal data is disclosed.

4. Principles of Data Processing

The Data Controller adheres to the following principles when processing personal data:

- a) **Lawfulness, fairness, and transparency** – Personal data must be processed lawfully, fairly, and in a transparent manner for the Data Subject.
- b) **Purpose limitation** – Data collection is conducted for specified, explicit, and legitimate purposes and not further processed in a manner incompatible with those purposes.
- c) **Data minimization** – Data processing is limited to what is necessary for the purposes.
- d) **Accuracy** – Personal data must be accurate and kept up to date.
- e) **Storage limitation** – Personal data shall be kept in a form that allows identification only as long as necessary for the intended purpose.
- f) **Integrity and confidentiality** – Data processing must ensure appropriate security.

- g) **Accountability** – The Data Controller is responsible for compliance and must be able to demonstrate it.

5. Data Processing Activities

a.) Registration

Purpose: Facilitating participation in conferences and events.

Legal Basis: GDPR Article 6(1)(b) – Necessary for contract performance.

Data Subjects: Any natural person.

Processed Data: Name, email, phone number, company name, position, sector of interest, payment details, billing address, etc.

Retention Period: Until the end of the year following the event.

b.) Event Photos and Videos

Purpose: Documentation and promotional use.

Legal Basis: GDPR Article 6(1)(a) – Consent.

Processed Data: Photographic and video recordings.

Retention Period: Until consent is withdrawn.

c.) Attendance List

Purpose: Maintaining event attendance records.

Legal Basis: GDPR Article 6(1)(b) – Contractual necessity.

Processed Data: Name, company, signature, event details.

Retention Period: Until the end of the year following the event.

d.) Speaker Data

Purpose: Organizing and managing speaker participation.

Legal Basis: GDPR Article 6(1)(b) – Contractual necessity.

Processed Data: Name, contact information, company, title, photos, and video recordings.

Retention Period: 5 years after the event.

e.) Complaint Handling

Purpose: Managing event-related complaints.

Legal Basis: GDPR Article 6(1)(c) – Legal obligation (Consumer Protection Act).

Processed Data: Name, email, phone number, complaint details.

Retention Period: 3 years.

f.) Billing

Purpose: Issuing invoices.

Legal Basis: GDPR Article 6(1)(c) – Legal obligation (VAT Act).

Processed Data: Name, address, service details, amount.

Retention Period: 8 years.

g.) Payment Processing

Purpose: Processing online payments.

Legal Basis: GDPR Article 6(1)(b) – Contractual necessity.

Processed Data: Name, payment details.

Retention Period: 8 years.

h.) Newsletter Subscription

Purpose: Sending newsletters.

Legal Basis: GDPR Article 6(1)(a) – Consent.

Processed Data: Name, email.

Retention Period: Until consent withdrawal or 30 days after unsubscription.

i.) Profiling

Purpose: Personalizing communication based on past interactions.

Legal Basis: GDPR Article 6(1)(f) – Legitimate interest.

Processed Data: Name, contact details, company, interests.

Retention Period: 5 years after contract termination.

j.) Contractual Communication

Purpose: Managing communication with partners and suppliers.

Legal Basis: GDPR Article 6(1)(f) – Legitimate interest.

Processed Data: Name, position, contact details.

Retention Period: 5 years after contract termination.

6. Access to Data

Authorized employees of the Data Controller may access personal data to the extent necessary for performing their duties.

7. Data Security Measures

The Data Controller ensures the protection of the personal data it processes through appropriate IT, technical, and personnel measures, safeguarding them, among other things, against unauthorized access or unauthorized modification.

8. Data Subject Rights Related to Data Processing and Their Content

Right to Information / GDPR Articles 13-14/ You have the right to be informed about the fact and purposes of data processing at the time of obtaining your personal data. The Data Controller must also provide you with additional information necessary to ensure fair and transparent data processing, considering the specific circumstances and context

of personal data processing. Furthermore, you must be informed about the fact of profiling and its consequences.

Right of Access / GDPR Article 15/ You have the right to request information on whether your personal data is being processed and, if so, you have the right to be informed about: - what personal data is processed, - on what legal basis, - for what purpose, - for how long, - to whom, when, under what legal basis, and which of your personal data has been disclosed or transferred, - the source of your personal data (if not provided by you), - whether automated decision-making is applied, including profiling, and the logic behind it.

Right to Rectification / GDPR Article 16/ You have the right to request the correction of inaccurate personal data or the completion of incomplete personal data. This means you may request the Data Controller to modify any of your personal data (e.g., you may change your email address or other contact details at any time).

Right to Erasure ("Right to be Forgotten") / GDPR Article 17/ You have the right to request the Data Controller to delete your personal data if any of the following reasons apply: - The personal data is no longer necessary for the purposes for which it was collected or otherwise processed, - You withdraw your consent as the legal basis for processing under Article 6(1)(a) or Article 9(2)(a), and there is no other legal basis for processing, - You object to the processing under Article 21(1), and there are no overriding legitimate grounds for processing, or you object under Article 21(2), - Your personal data was processed unlawfully, - The deletion of your personal data is required to comply with a legal obligation under EU or Member State law, - The personal data was collected in relation to the offering of information society services as referred to in Article 8(1).

Right to Restriction of Processing / GDPR Article 18/ You have the right to request the restriction of processing if any of the following conditions apply: - You contest the accuracy of your personal data (in this case, the restriction applies for the period allowing the Data Controller to verify the accuracy of the personal data), - The processing is unlawful, and you oppose the erasure of the personal data and request the restriction of its use instead, - The Data Controller no longer needs the personal data for processing purposes, but you require them for the establishment, exercise, or defense of legal claims, - You have objected to processing pursuant to Article 21(1), pending the verification of whether the Data Controller's legitimate grounds override yours.

Right to Data Portability / GDPR Article 20/ You have the right to receive your personal data that you provided to a Data Controller in a structured, commonly used, and machine-readable format, and to transmit those data to another Data Controller without hindrance, where: - The processing is based on consent under Article 6(1)(a) or Article 9(2)(a) or on a contract under Article 6(1)(b), and - The processing is carried out by automated means. You also have the right, where technically feasible, to request the direct transmission of your personal data between Data Controllers.

Right to Object / GDPR Article 21/ You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data based on Article 6(1)(e) or (f), including profiling based on those provisions. In such cases, the Data Controller may no longer process your personal data unless compelling legitimate grounds for processing override your interests, rights, and freedoms, or the processing is necessary for legal claims. If your personal data is processed for direct marketing purposes, you have the right to object at any time to processing for such purposes, including profiling related to direct marketing.

Right to Withdraw Consent / GDPR Article 7(3)/ You have the right to withdraw your consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. You must be informed of this before giving consent. The withdrawal of consent must be as easy as granting it.

9. Legal Remedies Related to Data Processing and Their Content

Legal Remedy	Content of the Legal Remedy
Right to Lodge a Complaint with Supervisory Authority / GDPR Article 77/	If your rights related to the protection of your personal data are violated, you may submit a complaint to the following Authority: National Authority for Data Protection and Freedom of Information (NAIH) Address: 1055 Budapest, Falk Miksa utca 9-11. Mailing address: 1363 Budapest, Pf. 9. Phone: +36 (1) 391-1400 Email: ugyfelszolgalat@naih.hu Website: www.naih.hu
Right to an Effective Judicial Remedy Against the Data Controller or Data Processor (Initiating Legal Proceedings) / GDPR Article 79/	You have the right to take legal action against the Data Controller or Data Processor if you experience unlawful processing of your personal data. The court will proceed with the case as a priority. In such a case, you may freely decide whether to file your claim at the competent court based on your place of residence or habitual residence. The contact details of the courts: www.birosag.hu/torvenyszekek

10. Update of the Privacy Notice

The Data Controller reserves the right to unilaterally amend this Privacy Notice. Such modifications may particularly occur if required due to changes in legislation, data protection authority practices, business needs, or other circumstances. Upon

request, the Data Controller will provide the Data Subject with a copy of the currently effective Privacy Notice in the agreed format.