

## **Data Protection Notice**

on the terms of use of the Fény Utcai Piac and Buda Szóda websites and the handling of personal data

For the purpose of compliance with REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL (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 (General Data Protection Regulation – GDPR), Fény Utcai Piac Beruházó, Szervező és Üzemeltető Kft. and Fény Utcai Piac és Kereskedelmi Központ Társasház (hereinafter jointly referred to as the “Data Controller”) hereby inform private individuals concerned about the terms of use of the websites created by the Data Controller: [www.fenyutcaipiac.hu](http://www.fenyutcaipiac.hu) and <https://budaszoda.hu/> (hereinafter: “websites”), and the Facebook page [www.facebook.com/FenyUtcaiPiac/](https://www.facebook.com/FenyUtcaiPiac/) (hereinafter: “Facebook page”), as well as the processing of personal data published on these platforms.

### **Name of the Data Controller:**

Fény Utcai Piac Beruházó, Szervező és Üzemeltető Kft. and Fény Utcai Piac és Kereskedelmi Központ Társasház

### **Registered office:**

1024 Budapest, Lövőház utca 12.

### **Representative:**

Mihalik Zoltán, Managing Director

### **Contact details:**

Phone: +36-1-345-4100

E-mail: [info@fenyutcaipiac.hu](mailto:info@fenyutcaipiac.hu), [budaszoda@fenyutcaipiac.hu](mailto:budaszoda@fenyutcaipiac.hu)

Website: [www.fenyutcaipiac.hu](http://www.fenyutcaipiac.hu), <https://budaszoda.hu/>

### **Data Protection Officer:**

Kocsis Istvánné

### **Contact details of the Data Protection Officer:**

Phone: +36-1-345-4100

E-mail: [info@fenyutcaipiac.hu](mailto:info@fenyutcaipiac.hu)

## **Purpose of data processing**

The Data Controller processes personal data appearing on its websites and/or Facebook page for marketing purposes, to promote the Data Controller and increase its public recognition, as well as for documenting and conducting prize draws related to promotional games and for handing over prizes. Data processing is based on Article 6(1)(a) of the GDPR (consent of the data subject), and in certain cases Article 6(1)(b) of the GDPR (performance of a contract).

## **Scope of processed data**

The processed data may include the person's name, address, image appearing in photographs and/or videos, and data content defined by the Facebook user (own profile).

The Data Controller collects personal data directly from the data subject.

### **Duration of data processing**

The Data Controller stores data uploaded to the websites and/or Facebook page only for as long as they remain relevant. After the retention period expires, electronically processed data are irreversibly deleted.

### **Recipients of personal data**

The Data Controller transfers personal data processed on the websites and/or Facebook page to contracted communication agency partners (Hello Agency Kft.) for the purpose of social media management and online advertising management.

### **Data storage**

Data are stored on servers and websites used/rented by the Data Controller. Electronic data processing and records are managed through computer software that complies with data security requirements. Access to data is restricted to authorized persons who require it for the performance of their duties. The Data Controller ensures the proper physical, logical, and administrative protection of data and storage devices.

### **Rights of data subjects**

Requests for information, correction, restriction, deletion, or objections related to personal data processing may be submitted at any time to the Data Protection Officer. Detailed information regarding the rights of private individuals is contained in the General Data Management and Data Protection Policy. The Data Controller shall respond without undue delay, but no later than 30 days from receipt of the request.

### **Terms of use**

The websites and Facebook page were created, owned, operated, and maintained by the Data Controller and its contracted communication agency partner. The Data Controller reserves the right to modify, expand, or remove the terms of use at any time through updates to the content. Users are encouraged to revisit the site periodically to check for updates. The Data Controller may also discontinue operation of the websites or Facebook page at any time without prior notice.

### **Copyright**

Unless otherwise indicated, all texts, images, graphics, sound and animation files, and all other information appearing on the websites and Facebook page, as well as their graphical appearance, layout, and structure, are protected by copyright owned by the Data Controller. Copying, distributing, modifying, or republishing any part of the websites or Facebook page without prior written permission is prohibited.

## **Trademarks**

Unless otherwise indicated, all trademarks, service marks, and brand names appearing on the websites and Facebook page are protected under trademark law by the Data Controller. Nothing contained on the websites or Facebook page grants any person rights to the intellectual property of the Data Controller.

## **Warranty disclaimer**

Information on the websites and Facebook page is provided “as is” without any express or implied warranty to the fullest extent permitted by law. Although the information is believed to be accurate, it may contain errors or inaccuracies. The Data Controller does not guarantee uninterrupted or error-free operation of the websites, applications, or servers, nor that they are free from viruses or harmful elements.

## **Limitation of liability**

The Data Controller excludes all liability for damages arising from system failures, temporary or permanent website malfunctions, or failures of applications or other tools. The Data Controller shall not be liable for any damages resulting from the use or inability to use the websites or Facebook page.

## **Use of cookies**

The Data Controller uses cookies on its websites that enable Google and Facebook advertising systems to display advertisements to visitors and collect web statistics, such as which pages users viewed and which links they clicked. Cookies do not collect or store personally identifiable information and cannot identify users personally.

## **What is a cookie?**

Cookies are small files placed in a browser by visited websites. They are widely used to ensure efficient operation of websites and provide customized functions. Cookies may remember user preferences or facilitate easier website usage. Cookies can be “persistent” or “temporary.” Persistent cookies remain stored until a specified date unless deleted earlier by the user, while temporary cookies are automatically deleted when the browser is closed.

## **Enabling and disabling cookies**

Users can customize cookie-related data processing in most browsers and may disable cookies entirely. However, disabling cookies may result in limited access to certain website functions or services. Google cookie usage may also be disabled through advertising settings.

## **Confidential and proprietary information**

The Data Controller does not wish to receive confidential or proprietary information through the websites. Any information or material sent to the Data Controller will not be treated as confidential or proprietary. By submitting any information or material, the sender grants the Data Controller an unrestricted and irrevocable right to use, reproduce, display, modify,

publish, and distribute such material. The Data Controller assumes no responsibility for examining, evaluating, or adapting such information or materials.