

# Privacy Policy

The purpose of this document is to provide information regarding data processing related to the **CÉH 35 Partner Meeting** organized by **ConceptFlow Kft.** (hereinafter referred to as "Data Controller").

## Contact Information:

ConceptFlow Kft. (Registered office: 1061 Budapest, Andrásy út 45. 2/2)

Email: [hello@conceptflow.hu](mailto:hello@conceptflow.hu)

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## 1. Scope of Processed Data, Legal Basis, Purpose, and Duration of Data Processing

### 1.1 Marketing Communication Consent

#### Description of Data Processing:

During registration for the **CÉH 35 Partner Meeting**, the Data Controller collects and processes registrants' **names, email addresses, and phone numbers** for contact and event organization purposes. The purpose of communication is to provide information about the event and send promotional messages related to it. **Marketing-related data processing is a prerequisite for registration.**

#### Legal Basis and Purpose of Data Processing:

The legal basis for processing is **Article 6(1)(a) of the GDPR**, meaning that the processing is based on the registrant's **voluntary consent** given during registration.

#### Duration of Data Processing:

Data will be processed **until the registrant unsubscribes** or requests **deletion** of their data.

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### 1.2 Event Registration Data Processing

#### Description of Data Processing:

During ticket purchase and registration for the **CÉH Partner Meeting**, the following personal data will be processed:

- Registrant's full name
- Registrant's email address
- Registrant's phone number
- Registrant's employer
- Registrant's job position
- Registration confirmation, date, form of participation
- Event feedback provided after the event

Registration is completed on the **ceh.hu** website by submitting the above data.

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### 1.3 Photo and Audio Recording

By attending the **CÉH 35 Partner Meeting**, you or any **child under the age of 16 accompanying you** consent to being photographed and filmed during the event. These recordings may be distributed to third parties and published. As the legal guardian of a minor under 16, you also provide consent on behalf of your child.

#### **Legal Basis and Purpose of Data Processing:**

The legal basis for this data processing is **Article 6(1)(b) of the GDPR**, meaning that it is necessary for the performance of the contract created by event registration.

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## 2. Data Processors

We use data processors for data management, including:

- **Registration Platform Provider:** WP Online Magyarország Kereskedelmi és Szolgáltató Kft. (Registered office: 1094 Budapest, Balázs Béla utca 15-21. D. lház. 2. em. 4., Tax number: 23480403243, Company registration number: 01 09 967529)
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## 3. Data Transfers

Personal data is transferred **only for the following purposes** and **with the registrant's consent**:

- **To CÉH Tervező, Beruházó és Fejlesztő Zrt.** for event follow-up and information collection related to the event.
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## 4. Cookies

For a **personalized and efficient browsing experience**, our website uses **cookies** to store data on your computer. These cookies track navigation activities such as clicks and interactions. Most browsers accept cookies by default, but you can disable them in your browser settings. However, disabling cookies may affect website functionality.

For **marketing purposes**, our website uses **Google and Facebook remarketing tools**, which employ cookies to display advertisements on Google and Facebook platforms. We do not have access to your personal data in this case; Google and Facebook manage this data independently. You can **disable targeted advertising** in your Google and Facebook settings.

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## 5. Your Rights Regarding Data Processing

Under the **GDPR**, you have the right to:

- **Access** your personal data
- **Request rectification** of inaccurate data
- **Restrict data processing**
- **Request deletion** of personal data (right to be forgotten)
- **Data portability** (request data transfer in a machine-readable format)
- **Object** to data processing
- **Withdraw consent** at any time

If you wish to exercise your rights, we may need to verify your identity. We will respond to all requests within **30 days**.

### Right to Withdraw Consent

You may withdraw your consent to data processing **at any time**. Upon withdrawal, we will delete your data from our systems. If data transfer is in progress at the time of withdrawal, we will notify our partner, but this may result in incomplete data processing.

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## 6. Data Security

We implement **necessary security measures** to protect your data from unauthorized access, deletion, or modification. We ensure compliance with data protection regulations by **our data processors** and maintain **incident records** in case of data breaches.

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## 7. Changes to the Privacy Policy

We reserve the right to **modify this Privacy Policy**, provided that such changes do not alter the purpose and legal basis of data processing. If we plan to process your data for any **new purpose**, we will inform you in advance and request your consent if required.

**This Privacy Policy is effective as of January 21, 2025.**