

Data Processing Notice

Veszprém-Balaton 2023 Zártkörűen Működő Részvénytársaság ("VEB") organizes various events and activities in order to implement the "Veszprém-Balaton European Sport Region 2026" project ("Project"), and aims to increase the popularity of the Project by sending newsletters and organizing prize draws, which entails the processing of certain personal data. The present Data Processing Notice contains detailed information on the following:

- 1) Professional Event registration
- 2) Public Event registration
- 3) Press Event Registration, (the above three types collectively referred to as: "Event")
- 4) Newsletter
- 5) Image and sound recording of an Event ("Recording")

The home page of the registration interface ("Registration Interface") contains information about (i) the name and (ii) the type of Event for which you are registering on the interface, (iii) whether the Event is being organised by VEB or in cooperation with another organisation, and (iv) whether the Event will be photo, video or audio recorded.

1. NAME AND CONTACT DATA OF THE DATA CONTROLLER

Company Name: Veszprém-Balaton 2023 Zártkörűen Működő Részvénytársaság (Veszprém-Balaton 2023 Joint-stock Company)
Registered office: 8 Cserhát ltp, Veszprém, H-8200, Hungary
Company Registration No.: 19-10-500277
Tax No.: 23701142-2-19
Represented by: Represented by: Alíz Markovits CEO
Website: www.sportregio2026.hu
E-mail: adatvedelem@veszprembalaton2023.hu

VEB hereinafter referred to as data controller ("VEB" or "Data Controller"). If the Event is co-organised by VEB with another organisation, you will be informed of the identity of the other Data Controller on the opening page of the Registration Interface. In this case, VEB and this other entity are collectively referred to as the Data Controller.

2. THE SCOPE OF DATA SUBJECT DATA, THE PURPOSE, LEGAL BASIS, AND DURATION OF PROCESSING

I. Registering to a Professional Event

If you have registered for this type of Event, you will be attending a Professional Event, which aims to promote professional and academic cooperation between organisations and to serve wider professional cooperation at a regional, national and international level. Accordingly, the organisers are counting on the participation of representatives of professional organisations related to the topic. We ask you to provide the following personal data during registration for the intended purposes:

SCOPE OF PROCESSED DATA	PURPOSE OF PROCESSING	LEGAL BASIS OF PROCESSING	DURATION OF DATA STORAGE
Your name	• Identification of Professional Event registrants	Your consent, pursuant to Article 6(1)(a) of the GDPR.	• Until 30 days after the end of the Professional Event or until your consent is withdrawn. It will be erased in 30 days after the Professional Event.
Name of the institution you represent.	• To register for the Professional Event, to ensure a high professional standard of the	Your consent, pursuant to Article 6(1)(a) of the GDPR.	• Until 30 days after the end of the Professional Event or until your consent is withdrawn. It will be anonymised in 30 days

	Professional Event and to facilitate networking.		after the Professional Event. VEB processes this data anonymously for statistical purposes.
The institution you represent	<ul style="list-style-type: none"> To measure the success of the Project in terms of the organisations from the municipalities and regions that have been reached within the framework of the Project. 	Your consent, pursuant to Article 6(1)(a) of the GDPR.	<ul style="list-style-type: none"> Until 30 days after the end of the Professional Event or until your consent is withdrawn. It will be anonymised in 30 days after the Professional Event. VEB processes this data anonymously for statistical purposes.
Your e-mail address	<ul style="list-style-type: none"> Pre-event contact, notification of changes. 	Your consent, pursuant to Article 6(1)(a) of the GDPR.	<ul style="list-style-type: none"> Until 30 days after the end of the Professional Event or until your consent is withdrawn. It will be erased in 30 days after the Professional Event. Except if you have subscribed to the newsletter. In this case, the provisions of point IV shall apply.

You can unsubscribe from the Professional Event by sending an e-mail to the email address provided in Section 1.

II. Registering to Public Event

If you register for one of these Events, you will be attending an Event that is open to the general public and can be visited by anyone.

SCOPE OF PROCESSED DATA	PURPOSE OF DATA PROCESSING	LEGAL BASIS OF PROCESSING	DURATION OF DATA STORAGE
The municipality you are coming from.	<ul style="list-style-type: none"> To measure the success of the Project in terms of people from which municipalities and regions have been reached within the framework of the Project. 	Your consent, pursuant to Article 6(1)(a) of the GDPR.	<ul style="list-style-type: none"> Until 30 days after the end of the Public Event or until your consent is withdrawn. It will be anonymised in 30 days after the Public Event. VEB processes this data anonymously for statistical purposes.
Your e-mail address	<ul style="list-style-type: none"> Pre-event contact, notification of changes 	Your consent, pursuant to Article 6(1)(a) of the GDPR.	<ul style="list-style-type: none"> Until 30 days after the end of the Public Event or until your consent is withdrawn. It will be erased in 30 days after the Public Event. Except if you have subscribed to the newsletter. In this case, the provisions of point IV shall apply.

You can unsubscribe from the Public Event by sending an e-mail to the email address provided in Section 1.

III. Press Event Registration

If you register for such an Event, you will attend an information event intended for members of the press.

SCOPE OF PROCESSED DATA	PURPOSE OF DATA PROCESSING	LEGAL BASIS OF PROCESSING	DURATION OF DATA STORAGE
Your name (first and last name); contact details (e-mail address, phone number), name of the represented media outlet (if applicable).	Communication regarding Press Events organized within or in connection with the Project, and notification about changes.	Your consent, pursuant to Article 6(1)(a) of the GDPR.	Data will be stored until the final press conferences following the Project, but no later than 31 December 2027. After this, the data will be permanently and irreversibly deleted.

You can unsubscribe from the Event by sending an e-mail to the email address provided in Section 1.

IV. Newsletter

You can subscribe to the VEB Project newsletter service in the following ways, which will provide you with up-to-date information about the Project:

- (i) When registering for any Event on the Registration Interface.
- (ii) If a promotional game is held at the Event venue, you can subscribe to the newsletter by participating in the game and completing the questionnaire. In the case of promotional games, your answers to the questionnaire will be treated anonymously.

SCOPE OF PROCESSED DATA	PURPOSE OF DATA PROCESSING	LEGAL BASIS OF PROCESSING	DURATION OF DATA STORAGE
Your e-mail address, first name, and the postal code of your municipality.	Sending a newsletter in order to promote the Project, and to provide follow-up to the Project.	According to Art. 6 GDPR, par. 1: The data subject shall have the right to withdraw his or her consent at any time.	Until 31 December 2027 or until your consent is withdrawn.

You can unsubscribe from the newsletter by clicking on the link at the end of the newsletter or by sending an email to the email address provided in Section 1.

V. Image and Sound Recording

If you have been informed on the Registration Interface, image and sound recordings ("**Recordings**") will be made at the Event. This notice also contains provisions on the processing of personal data generated in this way.

SCOPE OF PROCESSED DATA	PURPOSE OF DATA PROCESSING	IMPLEMENTATION OF DATA PROCESSING	LEGAL BASIS OF PROCESSING	DURATION OF DATA STORAGE
	To promote the Project and inform the public.	Recordings may be used in summaries of the Project, in videos promoting or presenting the Project, and may be published on the VEB YouTube channel, social media sites, its	Pursuant to Article 6(1)(f) of the GDPR, the data controller's legitimate interest in	Until 31 December 2033

Recording images and sounds of you ("Recording")		own website, and the Project website for the general public, as well as in tenders and campaigns and other forums suitable for promoting the Project.	promoting and informing the public about the Project implemented in the public interest	
	Documenting the implementation of the Event to justify the financial settlement.	The Recordings will be stored in the internal database and on the VEB server and will be submitted to the public auditing bodies to certify the implementation of the Event.	Pursuant to Article 6(1)(f) of the GDPR, the Data Controller has a legitimate interest in being able to document the implementation of the Event when verifying the contractual use of the financial support provided to VEB.	Until 31 December 2033

3. DATA SECURITY

The Data Controller shall protect the personal data provided in accordance with the provisions on the security of personal data, including appropriate measures to protect against unauthorised access, alteration, disclosure, publication, erasure or destruction, including access to databases containing personal data only by its employees who are involved in the purpose of the processing or who need to do so for their troubleshooting duties. Personal data will not be transferred to third countries.

4. RECIPIENTS OF PERSONAL DATA, DATA PROCESSOR

The personal data you provide may be accessed by the staff and agents of the VEB organiser, the joint data controllers, the staff of VEB's data processors, as well as the volunteers engaged by them.

The following companies and institutions are also involved in the implementation of the Project. Therefore, the individuals acting on their behalf may also have access to personal data for the purpose of executing the Project and organising the Events. Accordingly, these individuals shall be considered joint data controllers with VEB in relation to the present data processing activities.

Name of Joint Data Controller	Purpose of Joint Data Processing	Data Processed
Pannon Egyetem (University of Pannonia) Institution ID: FI80554 Registered office: 10 Egyetem Street, H-8200 Veszprém, Hungary.	Joint data controller involved in the organisation of the Events, including for the purpose of communication related to the Events and sending newsletters.	The data specified in Sections 2.I, II, III, and IV of this Notice.
Veszprém-Balaton Régió Kultúrájáért Közalapítvány (Foundation for the Culture of the Veszprém-Balaton Region) Registered office: 9 Óváros tér, H-8200 Veszprém, Hungary Registration number: 19-01-0000227 Tax number: 19264581-1-19	Joint data controller involved in the organisation of the Events, including for the purpose of providing volunteers at the Events.	The data specified in Sections 2.I, II, III, and IV of this Notice.

Represented by: Orsolya Surguta, Chair of the Board of Trustees		
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VEB uses the following data processors in connection with the data processing activities described in this Notice:

Data Processors:

Name of Data Processor	Service Provided	Data Processed
TYPEFORM SL Registered office: Carrer Bac de Roda, 163, local, 08018 – Barcelona (Spain), Tax number: C.I.F. B65831836 e-mail: support@typeform.com	Providing the technical interface for Event registration and newsletter subscription on behalf of the Data Controller.	The data specified in Sections 2.I, II, III, and IV of this Notice.
MailerLite Limited Registered office: 88 Harcourt Street, Dublin 2, D02 DK18, Ireland.	Newsletter distribution service.	The data specified in Section 2.IV of this Notice.

If recordings are made at an Event, VEB may engage third parties as data processors to support the use of the recordings for their intended purposes. These third parties carry out work related to the visual materials necessary for achieving the data processing purpose, such as creating, editing, or cutting videos. They do not independently process or record personal data, but use the data solely for operations instructed by VEB. Promotional materials created from the Recordings may be published on VEB's YouTube channel, social media platforms, its own and the Project's websites, and on other platforms suitable for promoting the Project.

5. DATA SUBJECTS' RIGHTS IN RELATION TO THIS PROCESSING

5.1. Right of access

Pursuant to Article 15 of the GDPR, you have the right to request information from the Data Controllers at any time on whether and how your personal data are processed, including the purposes of the data processing, the recipients to whom the data have been disclosed or the source from which the data were obtained by the Data Controllers, the retention period, any of your rights in relation to the processing and, in the case of transfers to third countries or international organisations, information on the safeguards relating thereto.

In exercising your right of access, you also have the right to request a copy of the data as follows:

- The right to request a copy must not adversely affect the rights and freedoms of others,
- If other data subjects are identifiable in the Recording, the Data Controller will take technical measures (such as image editing, including obscuring or blurring) to protect the rights of third parties.
- If your request is excessive or manifestly unfounded, the Data Controller may charge you a reasonable fee under Article 12(5)(a) of the GDPR or refuse to act on your request (Article 12(5)(b) of the GDPR).

5.2. Right to rectification

Pursuant to Article 16 of the GDPR, the Data Controller will rectify or complete personal data concerning you at your request.

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

Under Article 17 of the GDPR, if you request the erasure of your personal data, the Data Controllers will erase them without undue delay:

- If they are no longer necessary for the purpose for which they were originally stored or if the processing is unlawful,

- If you withdraw your consent and there is no other legal basis for the processing.
- In terms of the Recordings, if you exercise your right to object and there are no overriding compelling legitimate grounds for the processing.

The data cannot be erased if the processing is required for any of the following:

- a) for exercising the right of freedom of expression and information;
- b) for compliance with a legal obligation which requires processing of the personal data by Union or Member State law to which the controller is subject;
- c) for the establishment, exercise or defence of legal claims.

5.4. Right to restriction of processing

You may request restriction of the processing of your personal data on the basis of Article 18 of the GDPR in the following cases:

- The processing is unlawful, but you oppose the erasure of the personal data and request the restriction of their use instead;
- The Data Controller no longer needs the personal data for the purposes of the processing, but they are required by the Player for the establishment, exercise or defence of legal claims;

5.5. Right to data portability

You have the right under Article 20 of the GDPR to receive the personal data concerning you that you have provided to the Data Controllers and also to have those data transmitted directly by the Data Controllers to another data controller, provided that the legal basis for the processing is your consent.

5.6. Right to object

Pursuant to Article 21 of the GDPR, if the legal basis for the processing of your data is the legitimate interest of the Data Controllers or a third party (Article 6(1)(f) of the GDPR), you have the right to object to the processing. The Data Controllers are not obliged to uphold the objection if they prove that there are compelling legitimate grounds for the processing which override your interests, rights and freedoms or that the processing is connected to the establishment, exercise or defence of the legal claims of the Data Controllers.

5.7. Right to lodge a complaint, right to appeal

If you consider that the processing of your personal data by the Data Controllers infringes the provisions of the currently effective data protection legislation, in particular the GDPR, you have the right to lodge a complaint with the competent data protection supervisory authority. In Hungary you shall lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information (NAIH). Contact details of NAIH:

Website: <http://naih.hu/>
Postal address: 1363 Budapest, P.O. Box No. 9.
Address: 9-11 Falk Miksa St., Budapest, H-1055
Phone: +36 (1) 391-1400
E-mail: ugyfelszolgalat@naih.hu

You can also take legal action under the GDPR and the Information Act. Your detailed rights and the available legal remedies are specified under Chapters III and VIII of the GDPR and Article 23 of the Information Act.

5.8. Responding to the data subject's request

If you wish to exercise any of your rights, or if you have any questions or comments, please contact VEB using the contact details provided in Section 1 of this Notice.

VEB will ensure that if you exercise any of your rights in relation to this processing and contact VEB, VEB will respond to such requests without undue delay and in any event within 30 days at the latest.