**Privacy Notice**

1. Purpose and scope of the Privacy Notice, governing laws

The purpose of this Notice is to lay down the data protection and processing principles of the Budapest Enterprise Agency (Budapesti Vállalkozásfejlesztési Közalapítvány) (BVK) and describe the privacy policy of the BVK, which the BVK as controller considers as binding.

The BVK relied especially on the provisions of the Regulation of the European Parliament and of the Council 2016/679 (‘General Data Protection Regulation’ or ‘GDPR’), Act CXII of 2011 on the Right of Informational Self-Determination and the Freedom of Information (‘Infotv’), Act V of 2013 on the Civil Code (‘Civil Code’) when establishing the provisions of this Notice.

BVK considers it important to respect and enforce the processing related rights of their customers (Customer) and any other natural persons concerned (hereinafter the Customer and the other concerned persons jointly as: ‘Data Subject’).

In order to adhere to the data protection obligations, BVK ensures the protection and security of the personal data of the Data Subject, in particular against unauthorised access, modification, transfer, disclosure, erasure or destruction as well as accidental destruction and damage.

This Privacy Notice covers the processing related to the services provided by BVK and by the [www.bvk.hu](http://www.bvk.hu/)‌, [http://budapeststartup.hu](http://budapeststartup.hu/), [www.bvk.hu/eyes](file:///d:\Monika\Downloads\www.bvk.hu\eyes), <http://eyes.e-learning.bvk.hu/> and [www.budapestmikrohitel.hu](http://www.budapestmikrohitel.hu/) websites (hereinafter: ‘Websites’).

1. Definitions

**Processing**: irrespective of the applied procedure any operation or set of operations which is performed on personal data such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transfer, dissemination or otherwise making available, disclosure, alignment or combination (including profiling), restriction, erasure or destruction.

**Controller**: the person defined in Section 3, who defines the purpose and tools of processing either individually or together with others.

**Personal Data or data**: any data or information based on which a natural person user becomes identifiable directly or indirectly.

**Processor:** the service provider who processes personal data on behalf of the Controller.

**User**: the natural person who registers on the Websites for events and business development programs organised by the Controller and within the framework of which provides their data listed in Sections 8 and 9 below, and who uses the Websites.

**Data Subject:** a natural person who has been identified by reference to specific personal data, or who can be identified, directly or indirectly, and whose data are processed by the Controller;

**External Service Provider**: third party service partners used by the Controller for the supply of specific services either directly or indirectly, to whom the Personal Data are or may be transferred and who may transfer Personal Data to the Controller in order to supply their services.

**Notice**: This Privacy Notice of the Controller.

1. Identity and activity of the Controller

The Controller is the Budapest Enterprise Agency (registered office: 1072 Budapest, Rákóczi út 18, registration number: 18052851, statistical ID: 18052851-9499-561-01, court registration number: 4252, Court: Metropolitan Court of Budapest, e-mail: info@bvk.hu).

1. The principles and method of processing, governing laws

4.1. During the processing, the Controller cooperates with the Data Subject, in compliance with the requirements of good faith, integrity and transparency. The Controller only processes the data specified by law or the data provided by the Data Subject, for the purposes set out below. The scope of processed Personal Data is proportionate with the purpose of processing and may not exceed it.

4.2. Whenever the Controller intends to use the Personal Data for any purpose other than the intended purpose, they shall inform the Data Subject and obtain the prior explicit consent of the Data Subject thereto, providing an opportunity for them to also prohibit the use of data for such purposes.

4.3. Personal Data of a person who has not completed 16 years of age is not collected by the Controller and is not processed.

4.4. The Controller does not transfer the Personal Data managed by them to any third party other than the Processors defined in this Notice.

The use of data in a statistically aggregated form is an exception from the provision of this Section and may not contain in any form the name or any other data suitable for the identification of the Data Subject, therefore it is not deemed processing or transfer of data.

The Controller makes accessible the available Personal Data of the Data Subject to third parties in certain cases such as an official request from a court or the police, legal proceedings based on the violation of copyrights, property rights or other rights or a thorough suspicion thereof, infringement of the Controller’s interests, threat to the supply of services, etc.

4.5. The Controller informs the Data Subject, and those to whom they have already transferred Personal Data for processing purposes, of the rectification, restriction or erasure of the Personal Data processed by them. Notification is not required if it does not violate the legitimate interest of the Data Subject in light of the purpose of processing.

4.6. The Controller processes the personal data in accordance with the applicable laws.

1. Legal ground of the processing

5.1. The Controller processes the personal data for the fulfilment of the obligation arising from the contract concluded between them and the Data Subject for the microfinance activity carried out by them and for the exercising of rights, as well as for the events and programmes organised by them within the framework of their enterprise development activity, based on the voluntary consent of the Data Subjects.

The processing based on the voluntary consent of the Data Subject may only be carried out if the Data Subject provides their explicit consent to the processing of the personal data of the natural person with a clear reinforcing action, e.g. with a voluntary and specific written - including electronic - or verbal declaration based on information.

5.2. The Data Subject shall have the right to withdraw their consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

5.3. Data may not be transferred to the Processors defined in this Notice without the Data Subject’s specific consent. Unless the law provides otherwise, personal data may be disclosed to third parties or authorities only on the basis of an effective decision of an authority, or with the prior expressed consent of the User.

6. The purpose of the processing

The Controller processes personal data only for specified and explicit purposes, for the exercising of certain rights and fulfilment of obligations. All stages of the processing satisfy the purpose of the processing. Data is collected and processed fairly and lawfully. The Controller endeavours to ensure that only such personal data are processed that are essential for the purpose for which they were recorded, and that are suitable to achieve that purpose. Personal data may be processed to the extent and for the duration necessary to achieve its purpose.

1. The data source;

The Controller only processes the personal data provided by the Data Subjects and does not collect data from any other source.

If the Data Subject registers at the event organised by the Controller and provides their data, they consent to the processing of their personal data pursuant to the provisions of the privacy notice of the given event. In this case, the Controller only processes the data provided during the event.

1. Processed data

The Controller only processes the personal data provided by the Data Subjects and the personal data provided during registration.

The data processed by the Controller in relation to the fulfilment of the obligation arising from the contract concluded between them and the Data Subject for the microfinance activity and the exercising of rights are as follows:

- personal identification data

- demographic data (e.g. age, gender, employment relationship)

- income data

- contact data (e.g. address, phone number).

Data processed based on the voluntary consent of the Data Subject:

Full name, e-mail address, phone number. The purpose of the processing is to identify the Data Subject as well as the possibility of contacting the Data Subject.

1. Description of the processing process

The Controller processes personal data based only on the data supply of the Data Subject. The source of the data is therefore the Data Subject who has provided the data when concluding a contract, registering or when logging onto the Websites. It is mandatory to provide the data on the registration form, unless the contrary is explicitly stated.

The Data Subject voluntarily provides the data processed based on voluntary consent, the Controller does not provide any binding guidelines in this respect and does not give content requirements. The Data Subject expressly agrees to the processing of the data provided by them.

If the Data Subject registers at the event organised by the Controller or for service information and provides their data requested therein, they accept the privacy notice associated with the given event or service consultation.

1. Data transfer

The Controller only transfers personal data to a third party if the Data Subject - knowing the scope of the transferred data and the recipient of the data transfer - clearly grants their consent thereto or the data transfer is authorised by law.

The Controller is entitled and obligated to transfer any Personal Data available and regularly stored by them to the competent authorities, the transfer of which is their legal obligation, imposed by the law or in an effective order of an authority. The Controller may not be held liable for such data transfer or any consequences thereof.

The Controller documents all data transfers and keeps records of data transfers.

1. Data processing

For the performance of their activity the Controller is entitled to employ a Processor. The processors do not adopt individual decisions, they may proceed only pursuant to the contract concluded with the Controller and the received instructions. The Controller controls the activities of the processors. The Processors may employ additional processors only with the Controller’s consent.

The Controller shall indicate the processors they employs in the currently effective Notice.

Processors used by the Controller:

1. External Service Providers

During the operation of the Website, the Controller uses External Service Providers, with the Controller cooperating with those External Service Providers.

With regard to the Personal Data processed in the systems of External Service Providers the provisions of the privacy notice of the External Service Providers shall be applied. The Controller shall take all reasonable efforts to make sure that the External Service Provider processes the Personal Data transferred to them in compliance with the legal regulations and to use them only for the purpose defined by the User or specified in this Notice below.

The Controller informs the Users of the data transfer to External Service Providers in this Notice.

External Service Providers used by the Controller:

Google, Mountain View, California, United States of America (use of Google Drive data storage, Google Analytics aggregated data analysis, Google+ and Youtube social platforms, sending out questionnaires, etc.)

Google Ireland Limited; Ireland, Dublin, Barrow Street 4, Gordon House (Google AdWords online advertising)

Facebook Ireland Ltd. (4 Grand Channel Square Grand Canal Harbour, Dublin 2, Ireland) (Facebook pages, Facebook advertising)

E.N.S. Informatikai és Rendszerintegrációs Zrt., 1106 Budapest, Fehér út 10 (sending of newsletters, registration for events and programs)

Tárhely.Eu Kft., 1097 Budapest, Könyves Kálmán körút 12-14 (storage space provider for the websites of the Agency)

BLACKPEN TECHNOLOGY Kft., 1064 Budapest, Podmaniczky utca 57. 2. em. 14. (website storage with a newsletter and registration system)

1. Data protection, access to data

The Controller ensures that the data is protected by taking the technical and organisational measures and establishing the procedural rules necessary to enforce the applicable laws, data and confidentiality regulations. The Controller protects the data by implementing the necessary measures against unauthorised access, alteration, transfer, disclosure, erasure or destruction, as well as inadvertent destruction and damage, along with inaccessibility due to changes occurring in the technology used.

The Controller keeps records of the data processed by them according to the applicable law, ensuring that the data can only be disclosed to employees and other persons acting in the Controller’s interest (data processors), who require it in order to fulfil their job role and work tasks.

When determining the data protection measures to be taken for the protection of the data, the Controller takes into consideration the constant development of technology. The Controller selects the processing solution which guarantees the higher level of protection for the personal data unless it would involve a disproportionate level of difficulty.

The Controller, in the context of its IT security tasks, shall in particular ensure:

The implementation of measures to protect against unauthorised access, including protection of software and hardware, and physical protection (access protection, network protection);

The inclusion of measures to ensure the recovery of data files, including periodic backups and separate and secure management of copies (mirroring, backup);

The protection of files against viruses (anti-virus);

The physical protection of data files and their devices, including the protection against fire, water damage, lightning strike and other natural disaster, or restoring damage caused by such events (archiving, fire protection).

The employees, and other persons acting in the interest of the Controller, are obliged to keep the data carriers that they use or possess, containing personal data, irrespective of the manner in which the data are recorded, secure and protect them against unauthorised access, alteration, transfer, disclosure, erasure or destruction as well as accidental destruction or damage.

The Controller uses a computer program for electronic recording, which complies with the data protection requirement. The program ensures that only such persons can have access to the data for specific purposes and under controlled circumstances, who need to have access to them in order to perform their tasks.

1. Duration of the processing

The Controller erases the personal data if:

14.1. The processing is unlawful

If it becomes apparent that the data is being processed unlawfully, the Controller will execute the erasure immediately.

14.2. It is requested by the Data Subject (except for processing performed based on valid legal ground)

The Data Subject may request the erasure of the data processed based on the voluntary consent of the Data Subject. In this case, the Controller shall erase the data. Erasure can only be denied if a legal regulation authorises the processing of the data. The Controller shall always provide notification about the denial of the erasure request and the legal regulation authorising processing.

14.3. the data is incomplete or inaccurate - and this condition cannot be legally remedied -, provided that the erasure is not precluded by law

14.4. the purpose of processing no longer exists or the legal time limit for preservation has expired

The erasure may be rejected (i) for the exercising of the right to the freedom of expressing an opinion and obtaining information, or (ii) when the law provides authorisation for the processing of Personal Data and (iii) for the presentation, enforcement or defence of legal claims.

The Controller shall always inform the Data Subject of the rejection of the request for erasure specifying the reason for denying the erasure. Former (erased) data can no longer be recovered after the requests for erasure of Personal Data have been fulfilled.

The newsletters sent by the Controller may be cancelled through the unsubscription link included in them. In the case of unsubscription the Controller erases the Personal Data of the Data Subject from the newsletter database.

In the absence of a request from the Data Subject, the Controller will process the data until the relationship between the Controller and the Data Subject is terminated, and until the Controller provides a service for the Data Subject.

All other data will be erased by the Controller if it is apparent that the data will not be used in the future, i.e. the purpose of the processing no longer persists.

14.5. Ordered by the court or the National Authority for Data Protection and Freedom of Information  
If the erasure of the data has been effectively ordered by the court or the National Authority for Data Protection and Freedom of Information, the Controller shall complete the erasure.  
Instead of erasure, the Controller - in addition to notifying the Data Subject - will block the Personal Data, if so requested by Data Subject or if according to the available information it can be assumed that the erasure would violate the rightful interests of the Data Subject. Blocked Personal Data shall be processed only as long as the processing purpose which prevented their erasure prevails. If the accuracy of an item of Personal Data is contested by the Data Subject and its accuracy or inaccuracy cannot be ascertained beyond doubt, the Controller shall mark that Personal Data for the purpose of referencing.

In the case of processing ordered by law, the erasure of the data shall be governed by the provisions of the law.

In the event of erasure, the Controller shall make the data unsuitable for person identification. If required by law, the Controller will destroy the data carrier containing the personal data.

1. Rights of Data Subjects and method of their enforcement

15.1. The Controller shall inform the Data Subject of the processing of the data simultaneously with the establishment of contact. In addition, the Data Subject may request information on the processing at any time.

Upon request the request of the Data Subject, the Controller will provide information to the Data Subject in relation to their data processed by the Controller or a processor hired by them, on the sources of the data, the purpose, legal ground, duration of the processing, the name, address of the processor and its activity related to processing, on the circumstances and effects of the personal data breach, and on the actions taken for the elimination thereof, furthermore – in case of the Data Subject’s data being transferred – on the legal ground and the recipient of the data transfer. The Controller must comply with requests for information without any delay, and provide the information requested in an intelligible form, in writing at the Data Subject’s request, within 1 month. The information is free of charge, provided that those asking for information have not submitted any request for information for the same set of data in the current year. Otherwise the refund of the costs can be claimed. Where any payment is made in connection with data that have been processed unlawfully, or the request led to rectification, the amount shall be refunded.

15.2. The Data Person may request that the incorrectly entered personal data be rectified by the Controller. In the case of regular data supply based on the data to be rectified, the Controller shall inform the recipient of the data supply, if necessary, of the rectification, or request the User to initiate rectification of the data also with other controllers.

15.3. The Data Subject may request the erasure of their personal data, with the exceptions of those to be processed in accordance with the law. The Controller informs the Data Subject of the erasure.

15.4. The Data Subject may object to the processing of their personal data in compliance with the provisions of the law.

15.5. The Data Subject may submit their request for information, rectification or erasure in writing, in a letter addressed to the registered office of the Controller.

15.6. The Data Subject may request the Controller to restrict the processing of their Personal Data when the Data Subject disputes the accuracy of the processed Personal Data. In that case the restriction related to the period during which the controller can verify the accuracy of the personal data; If the accuracy of an item of Personal Data is contested by the Data Subject and its accuracy or inaccuracy cannot be ascertained beyond doubt, the Controller shall mark that Personal Data for the purpose of referencing.

The Data Subject may request the Controller to restrict the processing of their Personal Data of the processing is unlawful but the Data Subject is against the erasure of the processed Personal Data and instead requests their use to be restricted.

Furthermore, the Data Subject may also request the Controller to restrict the processing of their Personal Data when the purpose of Processing has been achieved but the Data Subject requests the processing of data by the Controller for the presentation, enforcement or defence of legal claims.

15.7. The Data Subject may request the Controllers to transfer Personal Data supplied by the Data Subject and processed by the Controller in an automated manner in a segmented, widely used format, readable with a machine and/or to transfer them to a different Controller.

15.8. If the Controller does not fulfil the Data Subject’s request for rectification, blocking or erasure, the reasons on which the decision for refusing the request for rectification, blocking or erasure is based shall be communicated in writing within 1 month of receipt of the request. Where rectification, erasure or blocking is refused, the Controller shall inform the data subject of the possibilities for seeking legal remedy or lodging a complaint with the National Authority for Data Protection and Freedom of Information.

15.9. The Data Subject may make the above statements regarding the exercising of their rights by contacting the Controller on any of the contact details provided in Section 3.

15.10. The Data Subject may turn directly to the Hungarian National Authority for Data Protection and Freedom of Information (address: 1125 Budapest, Szilágyi Erzsébet fasor 22/c; phone: +36-1-391-1400; e-mail: ugyfelszolgalat@naih.hu; website: www.naih.hu) with their complaint. In the event of any violation of their rights, the Data Subject may bring their case before the court. The case shall be heard by the competent general court. Based on the choice of the data subject, the litigation may be instituted before the tribunal having competence at the place of permanent or temporary residence of the data subject. Upon request the Controller shall inform the Data Subject in details of the legal remedy options and instruments.

16. Modification of the Privacy Notice

The Controller reserves the right to modify this Notice with a unilateral decision at any time.