

DATA PROCESSING INFORMATION

The present data protection information document (hereinafter: Document) is provided in the context of the "**Samsung Galaxy AI S25** " promotion (hereinafter: Promotion) to be held between 23rd January 2025 – 06th February 2025, and contains all the information regarding the processing of personal data provided in connection with the promotional activity, which aims to fully inform you, prior to the provision of your personal data, of the purposes and conditions of processing, the relevant risks and safeguards, as well as your (hereinafter: Participant, Data Subject) rights.

By participating in the Promotion, you accept the terms and conditions of the present Information Document, and you acknowledge that you have read the present Information Document, you have taken note of the information contained herein, and you consent to the processing of information.

The Data Controller reminds the Participant that the provision of data is voluntary and can be withdrawn at any time. The Participant acknowledges that failure to give consent to the processing of her/his personal data or the requesting of their deletion during the Promotion Period or within 1 month thereafter will result in the rejection of her/his application to participate in the Promotion.

With the present Information Document, the Data Controller intends to comply with the provisions of Regulation (EU) 2016/679 of the EUROPEAN PARLIAMENT AND OF THE COUNCIL of 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, and repealing Regulation (EC) No 95/46/EC (hereinafter: GDPR) - and Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information (hereinafter: Infotv.).

1. Name of the Data Controller (hereinafter 'Data Controller')

Company name: Event & More Produkciós Iroda Korlátolt Felelősségű Társaság

Registered office: 1112 Budapest, Sasadi út 134.

Tax ID: 12676785-2-43

Company registration number: 01-09-698048

Contact: info@eventandmore.hu, +36/1/279-3910

2. Name of the Data Processor(s) (hereinafter 'Data Processor(s)')

IT partner involved in the registration platform: Jenőné Illés, self-employed, address: 2030 Érd, Aradi utca 12.

Data Processors may not use the data for their own purposes, they solely process the data for the Data Controller.

3. Legal basis and purpose of data processing

The Data Controller organises an online microsite promotion at Samsung Experience Stores and shops of reseller partner shops on behalf of its client in the context of the “*Samsung Galaxy AI S25* promotion. The Promotion will take place between 23rd January 2025 – 06th February 2025. As part of the Promotion, it will be possible to register online via the following website: <https://em.kulcs.net/samsung/GalaxyAI/>

To register, the Participant will be asked to provide Personal Data.

Registration and the provision of data are voluntary, and the legal basis of data processing is the Data Subject's consent provided in line with Sub-Section a), Section (1), Article 6 of the GDPR Regulation (EU) 2016/679 of the European Parliament and of the Council GDPR.

4. Scope of Personal Data processed

The Data Controller processes personal data – **family name, first name, date of birth, e-mail address** - (hereinafter: Personal Data) as part of the Promotion, to ensure the successful implementation of the Samsung Prize Game that forms part of the Promotion. In respect of person(s) who win a prize in the Promotion, if the prize is delivered by courier service, the Personal Data may also include the address of the winner or the delivery address provided by the winner.

The Data Controller will not use the Personal Data provided by the Participants for any purpose other than those set out above, and will process or transfer it to third parties only subject to the express prior consent of the Data Subject, or if required by law or by a local government decree, within the scope specified by law, for a purpose that is in the public's interest.

5. Duration of Data Processing

The Data Controller will keep the Personal Data for 30 days after the prize has been given to the winner of the prize draw, but no longer than 90 days following the end of the Promotion.

6. Rights and means of legal enforcement of the Data Subject

You have the right to be informed of the facts and information related to the processing of data, before the start of such data processing. We have created the present Information Document to ensure this right for you.

The Data Subject has the right to receive feedback from the Data Controller as to whether or not her/his Personal Data are being processed and, if such processing is taking place, she/he also has the right to gain access to the Personal Data and information.

The Data Subject may request the Controller to correct or complete Personal Data that are incorrect, inaccurate or incomplete. Before correcting the erroneous data, the Controller may verify the correctness or accuracy of the relevant data.

The Data Subject has the right to request that the Data Controller delete Personal Data relating to her/him without undue delay and the Data Controller is obliged to do so. If the Data Subject

requests the deletion of her/his Personal Data during the period of the Promotion or within 30 days of the end of promotion, she/he will not be eligible to participate in any prize game under the Promotion.

If in her/his judgement the processing of her/his personal data violate data protection rules, she/he has the right to lodge a complaint with the supervisory authority.

National Authority for Data Protection and Freedom of Information (NAIH)

Head office: 1055 Budapest, Falk Miksa utca 9-11.

Mailing address: 1363 Budapest, Pf.: 9.

Phone: +36 (1) 391-1400

Fax: +36 (1) 391-1410

E-mail: ugyfelszolgalat@naih.hu

7. Data protection measures

The Data Controller agrees to ensure the security of the data and to take technical and organisational measures to arrange for the protection of the data processed, in order to prevent their destruction, unauthorised use or unauthorised modification. The Data Controller will also oblige its Data Processors to comply with data security requirements.

The Data Controller will ensure that the processed data cannot be accessed, disclosed, transmitted, modified or deleted by unauthorised persons. The Data Controller will also impose the above obligation on its employees involved in data processing and on the Data Processor(s) acting on behalf of the Data Controller.

The Data Controller must ensure the backing up of IT data and the technical environment of the website, along the parameters required according to the retention period of each data item, thus guaranteeing the availability of the data within the retention period and permanently destroying them after the end of the retention period. Using complex logging functions, it shall record events occurring in its IT environment to ensure that any incidents can be traced back and legally proven at a later stage.

The Data Controller sets high security standards that also include confidentiality aspects for its employees and Data Processors, whose observance it ensures through regular training, and in its internal operations strives to operate planned and controlled processes.

8. Handling of data protection incidents

The Data Controller must notify NAIH of any breach of personal data without undue delay, but no later than seventy two hours after becoming aware of the breach of personal data. Where the data breach is likely to have consequences that could substantially impact the exercising of a fundamental right of the Data Subject (hereinafter 'high risk data breach'), the Data Controller must inform the Data Subject of the data breach without undue delay. Where providing direct information to the Data Subject would require a disproportionate effort on the part of the Data Controller, the Data Controller must provide the Data Subjects with appropriate information about the personal data breach by means of publicly available information.

Dated: Budapest, 22 January 2025