

DATA MANAGEMENT INFORMATION

FOR THE PARTICIPANTS OF THE IAPNM2023 – 22. INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

The University of Pannonia as joint data controllers, pursuant to the General Data Protection Regulation 2016/679 of the European Parliament and of the Council ("GDPR") and Act CXXII of 2011 on the Right to Information Self-Determination and Freedom of Information ("Act on Information"), PARTICIPANTS OF THE IAPNM2023 – 22. INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING ("Data Subject") about the circumstances of the processing of personal data:

1.THE DATA CONTROLLERS

1.1. Name: University of Pannonia

Institutional Identifier: FI80554

Headquarters: 8200 Veszprém, 10. Egyetem Street

Website: www.uni-pannon.hu

Correspondence name: Faculty of Economics

Address for correspondence: 8200 Veszprém, 10. Egyetem Street (building A)

Email: titkarsag@gtk.uni-pannon.hu

Telephone number: +36 88 624 - 879

Data Protection Officer at the University of Pannonia:

EU-Tender Gazdasági Szaktanácsadó Kft.

Company registration number: 01-09-980262

Tax number: 23830619-2-41

Registered office: 1024 Budapest, 20. Retek Street

Contact: adatvedelem@uni-pannon.hu

Data Protection Contact of the University of Pannonia:

Adrienn Zsargó - Legal Expert, Legal Lecturer

Contact: 8200 Veszprém, 10. Egyetem Street

Phone: +36 (88) 624-000 /6234

E-mail: adatvedelem@uni-pannon.hu

1.2. Name: International Association on Public and Nonprofit Marketing

Headquarters: Facultad de CC. Económicas y EE, Campus de Vegazana s/n;

24071 León (Spain)Név: Eötvös Lóránd Tudományegyetem

Data controller defined in 1.1. is eligible for contacting concerned persons.

2. THE LEGISLATION, PRINCIPLES AND CONCEPTS UNDERLYING DATA PROCESSING

2.1. Legislation

- Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (hereinafter referred to as the "Infotv.")
- 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 (General Data Protection Regulation, GDPR)

2.2. Principles of data management

Personal data must be processed in a lawful and transparent manner, ensuring that natural persons are treated fairly with regard to the processing of personal data relating to them ("lawfulness, fairness and transparency").

Personal data may only be processed for specified lawful purposes, for the exercise of a right and the performance of an obligation. At all stages of processing, the purpose of the processing must be fulfilled and the collection and processing of data must be fair and lawful ("purpose limitation").

Only personal data which is necessary for the purpose of the processing and is adequate for the purpose of achieving that purpose may be processed. Personal data may be processed only to the extent and for the time necessary for the purposes for which they are collected ("data minimisation principle" and "limited storage").

The University must ensure that personal data is accurate and up to date, bearing in mind that inaccurate personal data is corrected ("accuracy").

The University should process personal data in such a way as to ensure adequate security of personal data, including protection against unauthorised or unlawful processing, accidental loss, destruction or damage ("availability, integrity and confidentiality"), by implementing appropriate technical or organisational measures.

2.3. Basic terminology

Personal Data: any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Special Data:

(a) personal data revealing racial or ethnic origin, nationality, political opinions or political party affiliations, religious or other philosophical beliefs, membership of an interest group or membership of a representative body, sex life;

b) personal data concerning health, pathological addiction and personal data concerning criminal offences.

Consent of the data subject: a freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she signifies, by a statement or by an act expressing his or her unambiguous consent, that he or she gives his or her consent to the processing of personal data concerning him or her.

Information: the controllers shall inform the data subject, without undue delay and in any event within one month of receipt of the request, whether or not his or her personal data are being processed and, if such processing is taking place, the data subject shall have the right to obtain access to the personal data and to the following information:

- purposes of the processing;
- categories of personal data concerned;
- the recipients or categories of recipients to whom or with whom the personal data have been or will be disclosed, including in particular recipients in third countries or international organisations;
- where applicable, the envisaged duration of the storage of the personal data or, where this is not possible, the criteria for determining that duration.

Correction: the data subject is entitled to have inaccurate personal data relating to him or her corrected by the controller without undue delay upon request.

Deletion: the data subject shall have the right to obtain from the controllers the erasure of personal data relating to him or her without undue delay, and the controllers shall be obliged to erase personal data relating to him or her without undue delay, if:

- the personal data are no longer necessary for the purposes for which they were collected or otherwise processed;
- the data subject withdraws his or her consent and there is no other legal basis for the processing;
- the data subject objects to the processing and there are no overriding legitimate grounds for the processing;
- the personal data have been unlawfully processed;
- the personal data must be erased in order to comply with a legal obligation under Union or Member State law to which the controllers is subject.

Restriction: the data subject has the right to obtain, at his or her request, the restriction of processing by the controllers - indicating the personal data stored - in order to limit their future processing.

Objection: a statement by the data subject objecting to the processing of his or her personal data and requesting the cessation of the processing or the erasure of the processed data.

Data subject: any specified natural person who is identified or can be identified, directly or indirectly, on the basis of personal data.

Data controller: a natural or legal person, public authority, agency or any other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of the processing are determined by Union or Member State law, the controller or specific criteria for the designation of the controller may also be determined by Union or Member State law.

Data processors: a natural or legal person or an unincorporated body which processes data on the basis of a contract with a controller, including a contract concluded pursuant to a legal provision

Third party: a natural or legal person or unincorporated body other than the data subject, the controller or the processor.

Data processing: any operation or set of operations which is performed upon data, whatever the procedure used, in particular any collection, recording, recording, organisation, storage, alteration, use, retrieval, disclosure, transmission, alignment or combination, blocking, erasure or destruction of data or any prevention of their further use, taking of photographs, sound recordings or images and any other physical means of identification of a data subject (e.g. fingerprints, palm prints, DNA samples, iris scans).

Data Transfer: when the data is made available to a specified third party. Disclosure: when the data is made available to any person.

Erasure: the rendering of data unrecognisable in such a way that it is no longer possible to recover it.

Destruction of data: the total physical destruction of the data medium containing the data. Processing of data: the performance of technical tasks related to data processing operations, irrespective of the method and means used to perform the operations and the place of application, provided that the technical task is performed on the data.

Pseudonymisation: processing of personal data in such a way that it is no longer possible to identify the natural person to whom the personal data relate without further information, provided that such further information is kept separately and technical and organisational measures are taken to ensure that no natural person can be identified or identified with that personal data.

3. CATEGORIES OF PERSONAL DATA PROCESSED

3.1. Personal data content of the questionnaire

Data management related to participation in the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing event organized by University of Pannonia

A	B	C	D	E	F
Data subject	Data category	Data source	Purpose of data processing	Legal basis for data processing	Duration of data processing
Online applicant for IAPNM2023 – 22. International Congress on Public and Nonprofit Marketing	- name - e-mail - address - billing name, address - tax number - food allergy, intolerance, medicine sensitivity, etc	concerned person	Ensuring the applicant's participation in the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing event organized by University of Pannonia, recording his pre-registration, placing him on a waiting list depending on the number of applications, sending informational messages about the application sending orders, cancellation management.	As defined in point a) of Article 6, paragraph (1) of the GDPR, and the Data Controller processes your Personal Data in order to fulfill a legal obligation, based on legal requirements in the following cases: fulfillment of invoicing, accounting and bookkeeping obligations (Sztv, VAT),	Retention period is the completion of the contract, termination or related to it according to legal regulations (Ptk. 6:22§), 5 years.

Transfer of data:

Personal data will be transferred in accordance with section 1.2 of this information. for the International Association on Public and Nonprofit Marketing (hereinafter: IAPNM) organization named in point 1, considering that online applicants for the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing event will also acquire IAPNM membership for a period of one year by paying the fee. In order to register as a member, Pannon University, as a data controller, transmits the data of the data subject electronically in order to obtain the legal relationship of membership.

Automated decision-making and profiling will not take place. No data processor will be involved.

Health declaration for participation in IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing

Purpose of data management: The person participating in the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing event has a suitable state of health before the start of the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing by entering the data specified below, and, if necessary, seeking medical care for health care.

Scope of processed data: food allergy, intolerance, drug-related sensitivity, other marked data.

Time of data management: The Applicant may request the deletion of this data at any time by submitting a written request to the Data Controller. If the Applicant does not contact the Data Controller with a request for deletion, the Data Controller will retain the data for a maximum of 5 years from the last day of the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing, after which it will be irreversibly destroyed.

Legal basis for data management: as defined in Article 6, paragraph (1) point a) of the GDPR.

Transfer of data: Personal data will not be transferred either to a third country or to an international organization. Automated decision-making and profiling will not take place. No data processor will be involved.

Photos and video recording during the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing event

Purpose of data management: With the Applicant's prior consent, recording his participation in the programs of the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing, as well as the use of the resulting photographs, audio and video recordings by the Data Controller for his own programs and events, the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing in its materials promoting the event.

Scope of processed data: photographs and video recordings of participants, trainers, persons participating in the organization of the IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing.

Time of data management: the recordings are kept by the Data Controller until the Data Subject requests the deletion of the recordings. In the absence of a request, the Data Manager will store the recordings for a maximum of 5 years from the time the recording was made.

Transfer of data: Personal data will not be transferred either to a third country or to an international organization. Automated decision-making and profiling will not take place. No data processor will be involved.

3.2 Information about completing the application form online:

Data management related to website use

The application form is filled out using the page <https://iapnm2023.gtk.uni-pannon.hu/>.

A	B	C	D	E	F
Data subject	Data category	Data source	Purpose of data processing	Legal basis for data processing	Duration of data processing
Online applicant for IAPNM2023 – 22. International Congress on	Fill ID Date sent Last page Source language Core	concerned person	Participation in the event IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing organized by	voluntary contribution	3 years from the date of data collection

Public and Nonprofit Marketing	First name E-mail address		University of Pannonia.		
	the IP address of the data subject's computer		safe operation of servers and subsequent checks		

Cookie information:

Cookies are short entries in a special directory on your computer that are used to *exchange or archive information*.

A	B	C	D	D	E
Types of cookies	Legal basis	Purpose	Description	Expiry	Name
Session cookies essential for providing the service	<u>Legitimate interest</u>	ensuring proper workflow of the webpage	session ID, users status of the page requests	until the end of visitors session	hash value (Session id)

4. DATA PROCESSING

In accordance with the governing legislation, the data controller is entitled to use a data processor for the purpose of certain technical operations or the provision of the service. The data processor is only entitled to execute the instructions and decisions of the Data Controller.

Name: Pannon University, headquarters: 8200 Veszprém, Egyetem utca 10, phone: +36 88/624-000, website: <https://uni-pannon.hu>

Data management organizational unit: Faculty of Economics, Mailing address: 8200 Veszprém, Egyetem utca 10. Email: titkarsag@gtk.uni-pannon.hu Phone number: +36 88 624 – 879

Data management organizational unit: Economic Directorate, Mailing address: 8200 Veszprém, Egyetem utca 10.

Activity: providing trainers, group leaders, IAPNM2023 – 22nd International Congress on Public and Nonprofit Marketing supervisors, invoicing.

5. DATA SECURITY

5.1. Rights in relation to the processing of personal data

5.1.1.1. Right to request information

You may request information from the University in written form, using the contact details provided in section 1, so that the University can inform you:

- what personal data,
- on what legal basis,
- for what purpose,
- from what source,
- for what purpose, for what purpose, for what purpose, for what purpose and for how

long it will be processed,

- to whom, when, under what law, and to which personal data the University has granted access

The University will respond to your request within a maximum of 25 days by letter to the contact details you have provided.

5.1.2.Right to rectification

You may request, in written form, that the University amend any of your personal data (for example, you may change your email address or postal address at any time) by using the contact details provided in section 1. The University will comply with your request within a maximum of 25 days and will notify you by letter to the contact details you have provided.

5.1.3.Right to erasure

You may request the deletion of your personal data by writing to the University using the contact details provided in section 1.

However, where there is no such obligation, the University will comply with your request within a maximum of 25 days and will notify you by letter to the contact details you have provided.

5.1.4.Right to blocking

You may request, in writing, that your personal data be blocked by the University using the contact details provided in section 1. The blocking will last as long as the reason you have given requires the data to be stored.

For example, you may request the blocking of your data if you believe that your submission has been unlawfully processed by the University, but you believe that it is necessary for the purposes of the administrative or judicial proceedings you have initiated that your submission should not be deleted by the University. In such a case, the University will continue to store the personal data (for example, your submission) until the authority or court requests it, after which it will delete the data.

5.1.5.The right to object

You may object in writing, using the contact details provided in Section 1, to the processing of personal data that the University may transfer or use for direct marketing, public opinion polling or scientific research purposes. For example, you may object to the University using your personal data for scientific research without your consent.

You may also object to processing if you consider that the processing is necessary for the sole purpose of complying with a legal obligation or pursuing a legitimate interest pursued by the University, except for processing based on a legal authorisation. For example, you may not object to the transfer of your submission of your personal data to the Archives, together with the case file, under our internal rules on document retention.

5.1.6.Data security measures

The Data Controller shall make every effort to ensure the secure handling and storage of data. The processed data is hosted in a high-availability, reliable dedicated server environment.

6. DATA SUBJECT'S RIGHTS, JUDICIAL REMEDIES

6.1. Initiation of legal proceedings

You may bring a civil action against the University in the event of unlawful processing of your personal data. The tribunal has jurisdiction to hear the case. You may also bring the case before the court of your place of residence (for a list of courts and their contact details, please visit <http://birosag.hu/torvenyszekek>).

6.2. Notification to the authorities

Anyone may lodge a complaint with the National Authority for Data Protection and Freedom of Information (www.naih.hu; 1530 Budapest, Pf.: 5.; phone: +36-1-391-1400; fax: +36-1-391-1410; e-mail: ugyfelszolgalat@naih.hu), in order to initiate an investigation on the grounds that a violation of rights has occurred or is imminent in connection with the processing of personal data or the exercise of the right to access data of public interest or data in the public interest.

6.3. Disconnection

The controller reserves the right to change its privacy notice. In particular, this may occur if required by law. A change in the processing shall not imply a processing of personal data for purposes other than those for which they were intended. The controller shall publish the relevant information on its website 15 days in advance.

In matters not covered by this Information Notice, the provisions of the GDPR and the Infotv. shall apply.

Veszprém, 22/03/2023