

## **PRIVACY POLICY**

This Privacy Policy applies to all personal data you provide to us and also to all personal data which we collect on you, either about how you use our website or our services.

### **1. WHO WE ARE?**

Brain Bar Ltd. (“Brain Bar” or “we” or “us”) (registered seat: Határőr út 36., 1122 Budapest, Hungary; company registration number: 01-09-285175; VAT number: 25714009-2-43) acts as a data controller. It means that Brain Bar determines the purposes and means of the processing of your personal data.

We are the organizer of the Brain Bar future festival (hereinafter referred to as: **Event**), and to this event and for the related services it is necessary that the data controller obtains certain personal data of ticket purchasers and visitors.

### **2. HOW TO CONTACT US?**

In respect of data protection related questions, to exercise your rights or file a complaint, please contact us by sending an email to the email address set forth below. You may alternatively contact us by sending a postal mail to the following address.

Email: [contact@brainbar.com](mailto:contact@brainbar.com)

Postal address: Hungary, 1122 Budapest, Határőr út 36.

### **3. YOUR PERSONAL DATA – WHAT IS IT?**

Personal data means 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, address, e-mail address, an identification 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. Identification can be made by the information alone or in conjunction with any other information otherwise in the data controller’s possession or likely to come into such possession.

### **4. WHAT DOES PROCESSING MEAN?**

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### **5. HOW DO WE COLLECT PERSONAL DATA?**

We collect your data on our website during the registration process of students and teachers, during the ticket purchase, during the check-in process at the event, during the event, and via RFID or QR code. By accepting this privacy policy, you accept Brain Bar’s data processing and rules as detailed in this privacy policy.

## 6. WHY DO WE COLLECT PERSONAL DATA? (DATA PROCESSING PURPOSES)

Purpose of data processing	Processed personal data	Further purpose of data processing if any	Duration of data processing	Legal basis of data processing
a. In order to <b>participate in our teacher programme.</b>	Name, e-mail address, date of birth, gender, nationality, city of residence, name of the school where you teach, working hours, work experience, your field, language skills.	Your name is necessary for the verification of your personality before the Event and during the Event. E-mail address is necessary for sending the purchased ticket to the purchaser and for keeping contact. The other data will be used for analytic and statistical purposes and will be processed only as aggregated data.	This data will be deleted 1 year after the Event.	Data subject's consent based upon GDPR Article 6 (1) (a) and performance of a contract pursuant to GDPR Article 6 (1) (b).
b. In order to <b>participate in our student programme.</b>	Name, date of birth, gender, nationality, city of residence, e-mail address, name of your school, age, parent's name if you are younger than 16.	Your name, date of birth, gender, nationality, city of residence, age, parent's name and school name is necessary for the verification of your student status before the Event and during the Event. E-mail address is necessary for sending the purchased ticket to the purchaser and for keeping contact.	This data will be deleted 1 year after the Event.	Performance of a contract pursuant to GDPR Article 6 (1) (b).
	In the application form of the student programme you shall be required to provide information regarding <ul style="list-style-type: none"> <li>- your mother tongue;</li> <li>- your education and studies;</li> <li>- your language skills;</li> </ul>	This data will be used for analytic and statistical purposes, will be processed only as aggregated data.	This data will be deleted 1 years after the Event.	Data subject's consent based upon GDPR Article 6 (1) (a) and performance of a contract pursuant to GDPR Article 6 (1) (b).

	<ul style="list-style-type: none"> <li>- your work experience;</li> <li>- your preferences and expectations regarding your workplace;</li> <li>- your preferences and expectations regarding the future Brain Bar event;</li> <li>- your student community member status;</li> <li>- education future plans;</li> <li>- your social media usage habits.</li> </ul>			
c. In order to ticket purchase and in case of invoicing.	Name and e-mail address.	Name is necessary for identifying and naming the purchaser and for a proper addressing. E-mail address is necessary for sending the purchased ticket to the purchaser and for keeping contact.	This data will be deleted 1 year after the Event.	Performance of contract GDPR Article 6. section (1) (b).
	Country, town and date of birth	In order to be able to comply with legal obligations, checks whether the ticket purchaser is legally of age, and whether the ticket purchaser originates from the area of the EEC, or outside of it.	This data will be deleted 1 year after the Event.	GDPR Article 6 (1) (f), i.e. such processing activity will be based on Brain Bar's legitimate interest. If the legal basis is the legitimate interest of Brain Bar, we will carefully consider your interests and fundamental rights and freedoms, and whether these overrides such legitimate interests (balancing test).

	Gender	This data will be used for analytic and statistical purposes, will be processed only as aggregated data.	This data will be deleted 1 year after the Event.	Data subject's consent based upon GDPR Article 6 (1) (a).
	Address, tax number	In order to document the purchase and payment, and to satisfy accounting requirements.	In case of accounting documents, the retention period is 8 years from the closing of the financial year, in accordance with Section 169 of Act C of 2000 on Accounting.	Compliance with a legal obligation based upon GDPR Article 6. (1) (c).
d. To <b>send you newsletters.</b>	Name and e-mail address	In order to subsequently send you commercial advertisement via email with direct sales and marketing content regarding our services.	Until user withdraws consent. Users may unsubscribe at any time by clicking on the link in the newsletter.	Data subject's consent based upon GDPR Article 6 (1) (a).
e. To <b>carry out customer satisfaction survey</b>	E-mail address, information regarding your preferences about the event	For analytical purposes, for quality improvements of the event, for service developments, to improve the performance of the website, to measure the success of our advertising campaigns.	This data will be used for analytic and statistical purposes, will be processed as aggregated data and will be deleted 1 year after the Event.	Data subject's consent based upon GDPR Article 6 (1) (a).
f. In order to <b>participate in our Ambassador Program</b>	Name, mother's name, place and date of birth, address, tax number, number of your student ID, phone number, e-mail address, motivation video and CV. In your CV you may give the following data: photo, spoken languages, university, specialization, student status, short description of interests and hobbies.	The purpose of the data management is to find and select our "Ambassadors" who will be the bridge between university students and the event.	Your personal data will be retained until the termination of the selection process for the Ambassador position. After the termination of the selection process, we will keep your personal data only with your consent. If you give your consent we will be able to retain your personal data for further 6 months. The reason for the 6 months period is that	Data subject's consent based upon GDPR Article 6 (1) (a) and performance of contract GDPR Article 6 (1) (b).

			we need to ensure the accuracy of the data you have provided. After 6 months the data may be out of date and may lose its actuality and your data will be deleted from the database. If you will be selected as “Ambassador” we will delete your personal data 3 years after the termination of your position.	
g. To <b>support administrative and legal purposes.</b>	IP address	To support anti-fraud screening, and for identifying suspicious transactions. We also use cookies and other programs on the Website in order to understand the needs of the users of the Website and their behavior in relation to the Website and to improve the Website based on these. We generate anonymous statistics on visits to the Website.	This data will be deleted 1 year after the Event.	Article 6 (1) (f) of the GDPR, i.e. such processing activity will be based on Brain Bar’s legitimate interest.
h. In order to <b>take photos and to create short films, teasers, videoclips.</b>	Photo, video and audio recordings of the participants of the Event and the after party.	We use this data to present, advertise and promote the Event.	The recordings, and therefore also the personal data included in them, will be processed by Brain Bar for an indefinite period.	Data subject’s consent based upon GDPR Article 6 (1) (a) and performance of contract GDPR Article 6 (1) (b).
i. In order to take part in the <b>Future Builders Summit</b> event.	Full name, name of the company, position, e-mail address, telephone number, photo, audio and video recordings.	We use this data to verify the persons, keep contact and to help the organization of the event.	This data will be deleted 1 year after the Event, except the photo, audio and video recordings, which will be processed by Brain Bar for an indefinite period.	Data subject’s consent based upon GDPR Article 6 (1) (a), and the Civil Code of Hungary 2:48.§ paragraph Article (2).

j. In order to take part in the <b>prize game for “Premium Brain Bar Packs”</b> by filling out Brain Bar 2024’s feedback form	Full name, telephone number, e-mail address.	We use this data to verify the person, and to keep contact with them in order to provide them with their prizes.	This data will be deleted 1 year after the prizes of the prize game have been handed over to the winners.	Data subject’s consent based upon GDPR Article 6 (1) (a).
k. In order to take part in the <b>Event as a press representative.</b>	Full name, telephone number, e-mail address, and the name of the medium the person is representing.	We use this data to verify the person, keep contact and to help the organization of the Event.	This data will be deleted 1 year after the Event.	Data subject’s consent based upon GDPR Article 6 (1) (a).
l. In order to participate in <b>the Event as a speaker and to be featured in our podcasts.</b>	Full name, occupation, telephone number, e-mail address, photo, audio and video recordings.	We use this data to verify the person, keep contact, present, advertise and promote the Event.	The recordings, and therefore also the personal data included in them, will be processed by Brain Bar for an indefinite period.	Data subject’s consent based upon GDPR Article 6 (1) (a) and performance of contract GDPR Article 6 (1) (b).
m. In order to take part in the <b>prize game connected to the “Pénz7” survey on financial awareness.</b>	Name, educational institution, grade, age and gender.	We use this data to verify the person, and to keep contact with them in order to provide them with their prizes. The age and gender data will be used for analytic and statistical purposes, will be processed only as aggregated data.	This data will be deleted 1 year after the prizes of the prize game have been handed over to the winners.	Data subject’s consent based upon GDPR Article 6 (1) (a).
n. In order to ensure the participation of <b>all students of a particular school class in the Event.</b>	Name of the contact person, educational institution, e-mail address, phone number and parent’s name if the contact person is younger than 16.	The name of the contact person, parent’s name of the contact person and the educational institution is necessary for the verification of the student status before the Event and during the Event. E-mail address and phone number is necessary for registration purposes, for sending the purchased ticket to the purchaser and for keeping contact.	This data will be deleted 1 year after the Event.	Data subject’s consent based upon GDPR Article 6 (1) (a) and performance of a contract pursuant to GDPR Article 6 (1) (b).

o. In order to <b>keep informed the registered teachers of Event related news and contact throughout the year.</b>	Full name, educational institution, e-mail address, phone number.	We use this data to verify the person, keep contact, and to send you updates and news about the Event and the related contents.	Until user withdraws consent. Users may withdraw consent at any time by sending an email to the following email address: contact@brainbar.com.	Data subject's consent based upon GDPR Article 6 (1) (a).
p. To help you to <b>find a job at TalentMarket</b> you will be able to send your CV, or all data relevant to a job application to apply to a job of your choice listed on our website.	Full name, e-mail address, phone number, citizenship, photo of you, spoken languages, LinkedIn ID, schools, university, specialization, student status, job experience, name of the employer, job position, short description of interest and hobby.	The data will be used to keep contact, and to learn about your relevant work experience, qualification, other skills, which may be necessary for the selection.	Your personal data will be retained until the termination of the selection process for the job position.	Data subject's consent based upon GDPR Article 6 (1) (a).
q. In order to <b>keep informed the registered persons about the updates regarding the book written by the founder of Brain Bar and to purchase the book at the Event.</b>	Full name and e-mail address.	We use this data to keep contact, to send you updates and news about the upcoming book and to purchase the book.	This data will be deleted after the Event.	Data subject's consent based upon GDPR Article 6 (1) (a) and performance of a contract pursuant to GDPR Article 6 (1) (b).
r. In order to take part in the <b>after party.</b>	Full name and e-mail address.	We use this data to verify the person, keep contact, and to send you updates about the after party.	This data will be deleted after the after party.	Data subject's consent based upon GDPR Article 6 (1) (a).

## 7. HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We process your personal data for the time required consistent with the purposes set out in this Privacy Policy or for the period of limitation prescribed in the relevant laws. We keep your personal data for no longer than reasonably necessary. If a court or disciplinary procedure is initiated, then the personal data will be retained until the termination of the proceedings, including the duration of any possible remedy, which data thereafter, in the case of civil claims, will be deleted after the civil law statute of limitation runs. In the case of consent-based data processing, personal data will be processed until the consent is withdrawn.

## **8. FURTHER PROCESSING OF PERSONAL DATA**

If we wish to use your personal data for a new purpose not covered by this Privacy Policy, we will provide you with a new policy explaining all condition relating to the new processing prior to the new processing takes place. If required, we will seek your consent before commencing the new data processing activity.

## **9. PROFILING**

Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements. Subsequent to subscribing to a newsletter, we create a user profile with consent in order to provide offers based on the user's needs, preferences and interests. The offers will be sent by e-mail, via newsletters.

## **10. YOUR PERSONAL DATA PROTECTION RIGHTS**

Pursuant to the applicable data protection law you may have the right

1. to request information and access to your personal data,
2. to request rectification of your personal data,
3. to request erasure (right to be forgotten) of your personal data,
4. to request restriction of processing of your personal data,
5. to request data portability,
6. to withdraw your consent,
7. to object,
8. to lodge a complaint with the supervisory authority.

### **10.1. Right to access**

You may have the right to obtain from us confirmation as to whether or not personal data concerning you is processed, and, where that is the case, to request access to the personal data.

### **10.2. Right to rectification**

You may have the right to obtain a copy of the personal data undergoing processing. We may request additional information from you for identification or for further copies requested by you. You may have the right to obtain from us the rectification of inaccurate personal data concerning you. Depending on the purposes of the processing, you may have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

### **10.3. Right to erasure (right to be forgotten)**

Under certain circumstances you may have the right to request from us the erasure of your personal data and we may be obliged to erase such personal data. In such cases we will not be able to further provide to you our services.

### **10.4. Right to restrict processing**



Under certain circumstances you may have the right to request from us the restriction of processing your personal data. In this case the respective data will be marked and may only be processed by us for certain purposes.

#### 10.5. Right to data portability

Under certain circumstances you may have the right to receive your personal data, which you have provided to us, in a structured, commonly used and machine-readable format (i.e. in digital form) and you may have the right to request the transmission of those data to another entity without hindrance from us, if such transmission is technically feasible.

#### 10.6. Right to withdraw consent

When the processing of your personal data is based on your consent, you can withdraw your consent at any time without giving any reason to us, free of charge by sending an email to [contact@brainbar.com](mailto:contact@brainbar.com). The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. If you withdraw your consent to processing your personal data, we may not be able to provide all or parts of the services which you have requested.

#### 10.7. Right to object

Where personal data are processed for direct marketing purposes, you shall have the right to object at any time to processing of personal data concerning such marketing, which includes profiling to the extent that it is related to such direct marketing.

#### 10.8. Right to lodge a complaint with the supervisory authority

If you feel that your personal data rights have been breached, you can also contact and lodge a complaint with the local data protection authority.

### **11. HOW DO WE PROTECT YOUR PERSONAL DATA?**

Brain Bar complies with its obligations under the applicable data protection laws by

- keeping personal data up to date;
- storing and destroying it securely;
- not collecting or retaining excessive amounts of data;
- protecting personal data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect personal data.

We take appropriate technical and organizational measures to ensure the protection of your personal data against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access, in particular but not limited to where the processing involves the transmission of data over a network, and against all other unlawful forms of processing.

Brain Bar, in line with this, among other things, applies different levels of access rights to the data, which ensures that only the appropriate authorized person has accesses to the data, whose knowledge of the data is necessary to fulfil his or her obligation arising out of or in connection with the performance of his or her job.

### **12. SHARING YOUR PERSONAL DATA**

Brain Bar, in the course of its operation, may utilize the services of various data processors and external service providers to handle and process your personal data for specific purposes.

The data processors shall process the personal data at the most as long as the term of the data processing contract concluded with them is valid and in force, or until they are required to keep your data under the applicable data retention laws.

We may disclose your personal data to the following categories of third parties (recipients) for the purposes described below:

- other third party service providers involved by us for data processing;
- third parties, such as law firms, courts, other bodies or service providers in order to enforce or apply any contract with you;
- government authorities or enforcement bodies such as the police and regulatory authorities, upon their request and only as required by the applicable law or to protect our rights or the safety of our customers, staff and assets.

Regarding your personal data defined in point 6. p) of this Privacy Policy your data will be made available to companies (employers) as follows. If you apply for job, the companies can view your CV profile without your name, photo, email address, and phone number. Your name, photo, email and phone number will be visible if the company has a positive feedback regarding Your application, after the complete datasheet will be available to the company including all of your personal data. By compiling the registration and application, you expressly agree with sharing your personal data with companies, and you expressly give your consent to transfer your data to a particular company by applying for a job advertisement.

#### 12.1. Third party service providers

When you purchase a service (e.g. you buy festival tickets) of third parties via our website, we will share your personal data needed for the provision of the services with the third parties service provider.

The data processing of such third parties may also be governed by their own privacy policies. Please review the privacy policies on the website of such third parties directly for more information about their data processing practices. Third party means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

#### 12.2. Data Processors

Brain Bar engages certain third parties to provide assistance during the performance of our services.

- a) Passeum Europe Ltd. (Cg.: 12 09 010067) for operating the ticket sales system and generating tickets;
- b) Barion Payment Zrt. (Cg. 01-10-048552) for the financial execution of the transaction of the ticket purchase;
- c) Libra Szoftverfejlesztő Zrt. (Cg. 01-10-045373) for invoicing the purchased tickets;
- d) Memolux Ltd. (Cg. 01-09-06311) for accounting services;
- e) The Rocket Science Group LLC (Mailchimp) (675 Ponce de Leon Ave NE Suite 5000 Atlanta, GA 30308 USA) for sending newsletters;
- f) Google LLC. (USA, Google Data Protection Office, 1600 Amphitheatre Pkwy Mountain View, California 94043 – Google Analytics, Google Drive) for using Google Analytics and Google Drive for storing data;
- g) Four Creation Ltd. (Cg.: 06 09 023429) for operating the website;
- h) SKAPE.IO Informatikai Tanácsadó és Szolgáltató Korlátolt Felelősségű Társaság (Cg.: 01-09-300900) for operating the website;
- i) Tally BV (August van Lokerenstraat 71, 9050 Ghent, Belgium; Tax identification number - BE 0776.979.007) for surveys;
- j) Zapier Inc. (548 Market St. 62411, San Francisco, CA 94104-5401) to transfer data from Tally BV to Dropbox;

- k) Dropbox International Unlimited Company (One Park Place, Floor 5, Upper Hatch Street, Dublin 2, D02AW92, Ireland – Dropbox Sign) to sign and send documents;
- l) Zyntern.com Korlátolt Felelősségű Társaság (Cg.: 07-09-028850) to forward your CV to the job advertiser company, it is the hosting provider of the job advertisement platform in case of job applications made through TalentMarket;
- m) MCC Press Korlátolt Felelősségű Társaság (Cg.: 01-09-382926) for the sale of books.

### **13. COOKIES**

When you use our website, cookies are stored by your browser on your device. Please note that if you disable cookies our website may not function properly on your browser. Our aim is to ensure that our website offers visitors what they are looking for and provides them with the most relevant marketing communication. In order to achieve this goal, we may store and use your data, building usage profiles for market research, for quality improvements of our website to improve the performance of the website, to measure the success of our advertising campaigns or to tailor services to your needs.

You are entitled to object against the use of your data for building usage profiles as described above at any time.

We may also transfer your non-personally identifiable data such as, but not limited to, anonymous demographic information and online behaviour to our contracted partners (e.g. third party service providers) for the purpose of market research. “Non-personally identifiable data” in this respect means we modify your personal data so that the information concerning personal or material circumstances cannot be attributed to you or that such attribution would require a disproportionate amount of time, expense and effort. We store data sent by your browser and device to our website during the reservation process. No such data will be disclosed to third parties except in aggregate, non-personally identifiable forms.

### **14. THE USE OF YOUR PERSONAL DATA FOR MARKETING PURPOSES**

We send you newsletters if you have requested such communication from us by subscribing to such services, or if you provided us with your contact details. We will not contact you electronically for marketing purposes unless you have expressly indicated your consent by ticking relevant tick boxes on the data entry form in which you entered your contact information.

### **15. CHANGES TO OUR PRIVACY POLICY**

If we change this Privacy Policy, we will publish the updated version of it on our website.

### **16. THIRD PARTY WEBSITES**

The brainbar.com website provides links to other websites for your convenience and information. Please be aware that these sites may be owned and run by other companies and organizations and have different security and privacy policies. Brain Bar has no control over and takes no responsibility for any information, material, products or services contained on or accessible through those websites.

### **17. THIRD PARTIES LIABILITY**

Brain Bar is not responsible for third parties' use of your data, where such use is permitted for their own purposes. In such cases these third parties also be considered data controllers, please consult their privacy policies for further information.

## **18. LEGAL REMEDIES AND OTHER INFORMATION**

In case you object to the processing of your personal data Brain Bar shall examine the objection within the shortest period of time, which shall not exceed 15 days from the receipt of the objection, and shall inform you in writing of the outcome of the examination. If the objection is justified, Brain Bar shall cease the processing, including further collection and further transmission, block the data, and notify about the action taken on the basis of the objection to all those to whom the personal data concerned by the objection have been previously disclosed and who are obliged to take measures to enforce the right to object.

In the event you do not agree with the decision taken in relation to the objection, or in case Brain Bar has violated your rights, you have the right to bring an action against Brain Bar before the courts. The court shall decide the case out of turn.

You may lodge a complaint with the National Authority for Data Protection and Freedom of Information:

Name: National Authority for Data Protection and Freedom of Information

Headquarters: 1055 Budapest, Falk Miksa utca 9-11.

Postal address: 1363 Budapest, Pf.: 9.

Phone: (+36-1) 391-1400

Fax: (+36-1) 391-1410

E-mail: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)

## **19. RELEVANT LEGISLATION**

- Act CXII of 2011 on the right to informational self-determination and freedom of information;

- Act V of 2013 on the Civil Code;

- Regulation (EU) 2016/679 of the European Parliament and of the Council 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 or GDPR).

13th of September 2024