

## PRIVACY POLICY

FOR THE DATA PROCESSING RELATED TO participation in the “My favourite Hungarian tradition’ competition

### I Controller profile

Name of Controller:	<b>The National Union of Students in Hungary</b>
Registration number of the Controller:	<b>799656</b>
Registered Seat of the Controller:	<b>1053 Budapest, Soroksári út 48.</b>
E-mail address of the Controller:	<b>info@hook.hu</b>
Controller’s representative:	<b>Marcell Eszterhai, President</b>

### II Relevant major data processing-related laws

1. Act CXII of 2011 on Informational Self-Determination and Freedom of Information (hereinafter referred to as Info Act),
2. 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 Directive 95/46/EC (General Data Protection Regulation) (hereinafter referred to as: Regulation or GDPR),
3. Act V of 2013 on the Civil Code (hereinafter as: Ptk.).

### III Principles applicable to data processing

1. The Controller shall process personal data in a legal, fair and transparent manner.
2. The Controller shall collect personal data exclusively with defined, unequivocal and legal purposes and shall not process the collected data in a manner not harmonized with these purposes.
3. The Controller shall take all reasonable measures in order to ensure that the processed data is accurate and, if required, up-to-date; should the Controller become aware of the fact that any of the personal data processed by them is inaccurate, they shall arrange for the immediate erasure or rectification of said data.
4. The Controller shall store personal data in a format that allows their identification exclusively for the required time period and/or the time period stipulated by the law.
5. By applying the adequate technical and organizational measures, the Controller shall ensure the sufficient safety of personal data in order to avoid any incidental unauthorized or illegal processing, unintentional loss, destruction or damage of the personal data.

## IV Characteristics of data processing

The “My favourite Hungarian tradition” photo and video competition organised by the Controller (hereinafter as: Competition), with the purpose of allowing foreign students studying in Hungary under the Stipendium Hungaricum Scholarship Programme to show what Hungary means to them through photographs and videos. Only students studying under the Stipendium Hungaricum Scholarship Programme, who are being mentored through the Stipendium Hungaricum Mentor Network, may enter submissions for the competition.

### Purpose of data processing

The purpose of the data processing is for the Controller to fulfil the integration tasks undertaken through the Stipendium Hungaricum Scholarship Programme and furthermore, as an organisation performing public duties, to ensure the transparency of the use of the assigned budgetary resources allocated to the organisation as a requirement of the Ministry of Foreign Affairs and Trade providing the resources in relation to the use of the funds.

The Controller shall upload the submissions to the following online platforms:

The Controller’s own website: <http://www.hook.hu/>, <https://shmentor.hu/>

The Controller’s Facebook page:

<https://www.facebook.com/hallgatok>, <https://www.facebook.com/HOOK.SHMH>,

The Controller’s Instagram page:

<https://www.instagram.com/egyeteminsta/>, [https://www.instagram.com/hook\\_shmh/](https://www.instagram.com/hook_shmh/)

### Scope of processed personal data

The Controller shall process the following data of the applicant (data subject):

1. The data subjects’ name,
2. e-mail address,
3. the name of the university they are studying at,
4. telephone number and
5. submission for the competition (photo/video).
6. insofar as the data subject appears in the image or recording, the data subject’s image and/or voice.

### Legal grounds for data processing

The legal grounds for the data processing is Article 6, paragraph (1), point e) of the Regulation, i.e. the performance of the Controller’s public duties.

### The source of the personal data

The personal data shall be provided by the data subject.

### Recipients of the provided personal data

The personal data provided by the data subject shall be solely processed by those employees of the Controller who must access said data for the performance of their tasks.

The video recordings and images included in the submissions shall be published on the Controller's social media platforms by designating the name of their author.

Subsequent to publishing the materials online, the Controller is unable to control who has access to this data. The usage of personal data published online by third parties cannot be restricted by the Controller, for which the Controller shall not be held liable.

Social media providers constitute independent controllers and their privacy policies can be accessed as follows: in the case of the Facebook and Instagram social media sites, the Privacy Policy of Facebook Ireland Ltd. is available at: <https://hu-hu.facebook.com/privacy/explanation>. In relation to privacy issues, the Data Protection Officer of Facebook Ireland Ltd. can be reached through the following link:

<https://www.facebook.com/help/contact/540977946302970>.

### **Forwarding personal data to a third country or international organisation**

The data subject's personal data shall not be forwarded to any third countries or international organisations, yet due to the boundless nature of the internet, the personal data can be accessed by all parties. The Controller has no say in how the recordings published online are used, for which the Controller shall not be held liable.

### **Duration of the processing of personal data**

Apart from the video recordings and images submitted for the competition as well as the data subject's name, the Controller shall store the other personal data for a period of 90 days subsequent to the conclusion of the competition.

The Controller shall store the submitted video recordings and images as well as the data subject's name (for the sake of validating the author's right to bear their name). Controller shall erase said data from its own interfaces and social media platforms at the data subject's request despite the fact that this is not based on the data subject's consent.

### **Automated decision-making and profiling**

Neither of these are employed in the course of the data processing.

### **Provision of personal data**

The processing of personal data is one of the essential preconditions for participating in the competition.

## **V The data subject's rights in relation to the data processing**

### **Right to be informed**

The data subject has the right to be informed of the data processing, which is fulfilled by the Controller by providing access to the present Policy.

### **Processing based on consent**

Insofar as the consent of the data subject serves as the legal grounds of the processing, the data subject may withdraw their previous consent to data processing at any time. However, it's important to keep in mind that the withdrawal of consent only applies to data for which the processing has no other legal grounds. Insofar as there are no other legal grounds for the processing of the data subject's personal data, the Controller shall permanently and irrevocably erase the personal data subsequent to the withdrawal of consent. Pursuant to the Regulation, the withdrawal of consent shall have no bearing on the data processing carried out based on consent prior to said withdrawal.

### **Right of access**

At the data subject's request, the Controller shall subsequently inform them at any time as to whether their personal data is being processed and if so, Controller shall provide access to the following information:

- purposes of the data processing;
- the categories of the data subject's personal data;
- the recipients or categories of recipients to whom the personal data has been or shall be disclosed by the Controller, in particular, recipients in third countries or international organisations;
- the envisaged period for which the personal data shall be stored, or if not possible, the criteria used to determine said period;
- they may request from the Controller rectification, erasure or the restriction of processing of their personal data and may object to such processing of personal data;
- the right to lodge a complaint with a supervisory authority or to initiate judicial proceedings;
- where the personal data are not collected from the data subject by the Controller, any available information as to their source;
- insofar as automated decision-making, including profiling took place, the confirmation of said processes and at the very least in such cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

### **Right to the rectification of personal data**

At any time, the data subject shall have the right to obtain from the Controller without undue delay the rectification of inaccurate personal data concerning them. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

The Controller hereby states that data subjects should report any changes to their personal data as soon as possible, thus facilitating lawful data processing and the enforcement of their rights.

### **Right to erasure**

The data subject shall have the right to obtain from the Controller the erasure of personal data concerning them without undue delay where one of the following grounds applies:

1. the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed by the Controller;
2. the data subject withdraws the consent on which the processing is based and where there are no other legal grounds for the processing;
3. the data subject objects to the processing and there are no overriding legitimate grounds for the processing, or the data subject objects to processing carried out for direct marketing purposes;
4. the personal data has been unlawfully processed by the Controller;
5. the personal data must be erased for compliance with a legal obligation in European Union or Member State law;
6. the personal data has been collected in relation to offering information society services.

### **Right to restriction of processing**

The data subject shall have the right to obtain from the Controller restriction of processing where one of the following applies:

- a) the accuracy of the personal data is contested by the data subject; in such cases, the restriction is for a period enabling the Controller to verify the accuracy of the personal data;
- b) the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;
- c) the Controller no longer requires the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims; or
- d) the data subject has objected to processing; in such cases, the restriction is for a period pending the verification whether the legitimate grounds of the Controller override those of the data subject.

### **Right to object**

The data subject shall have the right to object, on grounds relating to their particular situation, at any time to processing of personal data concerning them when the processing is necessary for the purposes of the legitimate interests of the Controller pursuant to Article 6, paragraph (1), point f) of the Regulation or when necessary for the performance of a task in the exercise of official authority vested in the Controller pursuant to Article 6, paragraph (1), point e) of the Regulation, including profiling based on said provisions.

Where personal data is processed for direct marketing purposes (i.e. dispatching letters of information), the data subject shall have the right to object at any time to processing of personal data concerning them for such purposes, which includes profiling to the extent that it is related to such direct marketing. Should the data subject object to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes.

### **Right to data portability**

The data subject shall have the right to receive the personal data concerning them, which they have provided to the Controller, in a structured, commonly used and machine-readable format and have the right to transmit said data to another controller without hindrance from the Controller to which the personal data have been provided, where:

- a) the processing is based on consent pursuant to item (b) of Article 6(1); and
- b) the processing is carried out by automated means.

### **Procedures for the enforcement of the data subject's rights**

The data subject may exercise the above-listed rights by dispatching a request via an electronic mail sent to the [info@hook.hu](mailto:info@hook.hu) address or via post sent to the Controller's registered seat or presenting it in person at the Controller's seat. Subsequent to receiving the data subject's request, Controller shall carry out the examination and fulfilment of said requests without undue delay. Controller shall consider the request and inform the data subject on related measures taken within 30 days of the receipt of said request. Insofar as the fulfilment of the request is not possible, Controller shall inform the data subject within 30 days on the reasons for denying the request and their right to judicial remedy.

Within five years after the death of the data subject, their rights relating to data processing as determined by the present Policy may be exercised by a person authorised for administrative representation as specified by public document or private document of full probative value by issuing a statement to this end to the Controller - insofar as the data subject made multiple statements to a single Controller, according to the latest of said statements. In the absence of suitable authorisation, close relatives pursuant to the Civil Code of Hungary are entitled to exercise the deceased person's rights pursuant to Article 16 (right to rectification) and Article 21 (right to object), furthermore - insofar as the data processing was unlawful prior to or the purpose of the data processing has ceased to exist upon the death of the data subject - those pursuant to Article 17 (right to erasure) and Article 18 (right to restriction of processing) of the Regulation. The rights pursuant to this paragraph may be exercised by close relatives who are the first to validate said entitlement.

## **VI Data subject's right to judicial remedy**

For the sake of enforcing the data subject's right to judicial remedy, the data subject may refer claims against the Controller to a court of law should they deem that the Controller or their commissioned Processor or one acting according to their instructions are processing their data in



violation of the provisions of the law on the processing of personal data or the provisions of the binding legal acts of the European Union. The court shall resolve such matters in an expedited trial. The adjudication of the proceedings falls under the competence of the regional court of justice. At the data subject's choice, proceedings may be filed as per the data subject's habitual place of residence or abode or through the competent regional court of justice as per the Controller's registered seat (Municipal Court of Budapest).

All parties may initiate a review against the Controller by submitting a report (complaint) to the Hungarian National Authority for Data Protection and Freedom of Information (NAIH) with claims to infringement on the processing of personal data or the immediate likelihood thereof, the Controller's restriction of the enforcement of data processing-related rights or in the case of the refusal of a request for the enforcement of said rights. Reports may be filed through one of the following points of contact:

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

Mail address: 1363 Budapest, Pf.: 9.

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

Telephone: +36 (1) 391-1400

Telephone: +36 (1) 391-1410

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

URL: <http://naih.hu>

Budapest, 2026.01.16.

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**The National Union of Students in Hungary**  
**Represented by: Marcell Eszterhai, President**