

PRIVACY NOTICE

SAMSUNG GALAXY RUNNERS MICROSITE

This Privacy Notice (hereinafter: the "Notice") has been created in connection with the **Samsung Galaxy Runners Microsite** and contains all information related to the processing of personal data provided for online registration. It aims to ensure that, prior to providing your personal data and consent, you are fully informed about the purpose and conditions of data processing, the associated risks and safeguards, as well as the rights to which you (hereinafter: the "Participant" or "Data Subject") are entitled. The **Samsung Galaxy Runners Microsite will be available between 26 September 2025 and 28 September 2025** (hereinafter: the "Promotion").

By completing the Registration in order to participate in the Promotion, you accept the provisions of this Notice and declare that you have read and understood its contents, acknowledged the information contained herein, and consent to the processing of your personal data.

The Controller draws the Participant's attention to the fact that the provision of personal data is voluntary and may be withdrawn at any time. The Participant acknowledges that if they do not provide their consent to the processing of their personal data, or if they request the erasure of such data during the Promotion Period or within 1 month thereafter, this shall result in the refusal of their participation in the Promotion.

With this Notice, the 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 Directive 95/46/EC (hereinafter: "GDPR"), as well as Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (hereinafter: "Information Act").

1. Name of the Data Controller (hereinafter: the "Controller")

Company name: Event & More Produkciós Iroda Ltd.

Registered office: 1112 Budapest, Sasadi út 134.

Tax ID number: 12676785-2-43

Company registration number: 01-09-698048

Contact: info@eventandmore.hu, +36/1/720-0603

2. Name of the Data Processor(s) (hereinafter: the "Data Processors")

Company name: WP Online Hungary Ltd.

Registered office: 1094, Budapest, Balázs Béla utca 15-21 D204

Tax ID number: 23480403-2-43

Physical location of the server: 1104, Budapest, Expo tér 4.

The Data Processors shall not use the provided data for their own purposes and shall process the data solely on behalf of the Controller.

3. Legal basis and purpose of processing

On behalf of its client, Samsung Electronics Hungarian Private Co. Ltd. (registered office: 5126 Jászfényszaru, Samsung tér 1; branch office: 1138 Budapest, Dunavirág utca 2, 7. em.; company registration number: 16-10-001767), the Controller organizes a brand activity under the name **Samsung Galaxy Runners Microsite**. The Promotion will take place **between 26 and 28 September 2025**.

As part of the Promotion, registration is possible at the Samsung event held at **Margitsziget Athletic Centre** (1007 Budapest, Margitsziget) and via the following online platform: runners.galaxystudio.hu. Registration requires the Participant to provide personal data.

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

4. Scope of personal data processed

As part of the Promotion, the Controller processes personal data – **full name, date of birth, e-mail address, telephone number, heart rate, distance covered (km), and calories burned (kcal)** – (hereinafter: "Personal Data") – for the purpose of successfully carrying out the Samsung activity implemented as part of the Promotion.

The Controller shall not use the Personal Data provided by the Participants for any purposes other than those described above, and shall disclose or transfer it to third parties only with the explicit, prior consent of the Data Subject, or if required by law, or – based on legal authorization and within the scope defined therein – by a local government regulation for purposes of public interest.

5. Duration of processing

The Controller shall retain the Personal Data for 30 days following the delivery of the prize to the winner of the promotional game, but for no longer than 90 days after the completion of the Promotion.

6. Rights and remedies of the Data Subject

You shall have the right to receive information about the facts and details of data processing before processing begins. This Notice has been created to ensure that you can exercise this right.

The Data Subject shall have the right to receive confirmation from the Controller as to whether their Personal Data is being processed, and, if such processing is taking place, to access the Personal Data and related information.

The Data Subject shall have the right to request that the Controller rectify or complete any of their Personal Data that are inaccurate, incorrect, or incomplete. Before rectifying any inaccurate data, the Controller may verify the authenticity and accuracy of the Data Subject's data.

The Data Subject shall have the right to obtain from the Controller the erasure of their Personal Data without undue delay, and the Controller shall be obliged to erase such data accordingly. Where the Data Subject exercises their right to erasure during the Promotion Period or within

30 days thereafter, they shall no longer be eligible to participate in the promotional game forming part of the Promotion.

If, in their opinion, the processing of their Personal Data violates data protection regulations, the Data Subject shall have the right to file a complaint with the supervisory authority.

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

Registered office: 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

7. Data security measures

The Controller undertakes to ensure the security of the data and to implement the technical and organizational measures necessary to protect the processed data, and to prevent their destruction, unauthorized use, or unauthorized alteration. The Controller shall also require that its Data Processors comply with the applicable data security requirements.

The Controller shall ensure that the Personal Data being processed cannot be accessed, disclosed, transmitted, altered, or erased by any unauthorized person. The Controller shall impose the above obligations on its employees involved in data processing, as well as on any Data Processor(s) acting on behalf of the Controller.

The Controller shall ensure appropriate backup of IT data and of the website's technical environment, and shall operate them in accordance with the parameters required by the applicable retention periods for each category of data. In doing so, the Controller shall guarantee the availability of personal data during the retention period, and shall ensure the permanent erasure of such data upon its expiry. The Controller shall log events occurring within the IT environment by means of comprehensive logging functions, thereby ensuring that any potential incidents can subsequently be traced and legally evidenced.

The Controller shall establish high security requirements, including confidentiality obligations, for its employees and its Data Processors, ensuring compliance through regular training. In its internal operations, the Controller shall endeavour to implement processes that are planned and controlled.

8. Managing data protection incidents

In the event of a data protection incident, the Controller shall report it to the Hungarian National Authority for Data Protection and Freedom of Information (NAIH) without undue delay, and in any case within seventy-two hours of becoming aware of the incident. If the data protection incident is likely to result in consequences that may significantly affect the exercising of the Data Subject's fundamental rights (hereinafter: a "high-risk data protection incident"), the Controller shall inform the Data Subject of the incident without undue delay. If informing the Data Subject directly would require disproportionate effort on the Controller's part, the Controller shall provide the Data Subject with appropriate information regarding the data protection incident through publicly accessible means.

Place and date: Budapest, 25.09.2025.