

Privacy Policy

Birinyi Bútor Ltd.

Purpose of the privacy notice

Birinyi Bútor Ltd. – hereinafter referred to as the Service Provider – acting as data controller, acknowledges the content of this legal notice as binding upon itself. It undertakes to ensure that all data processing activities related to its operations comply with the requirements set out in this policy, applicable national legislation, and the legal acts of the European Union. The privacy principles relating to the data processing of Birinyi Bútor Ltd. are continuously available at www.birinyibutor.hu. Birinyi Bútor Ltd. reserves the right to modify this notice at any time. Amendments shall enter into force upon publication at the above address. Birinyi Bútor Ltd. is committed to protecting the personal data of its clients and partners and considers it particularly important to respect the informational self-determination rights of its clients. Birinyi Bútor Ltd. treats personal data confidentially and takes all security, technical, and organizational measures necessary to guarantee the security of data.

1. Data controller details

Name: Birinyi Bútor Ltd.

Registered office: 1222 Budapest, Pannónia u. 45. 2.

Tax number: 11909996-2-43

Company registration number: 01-09-682740

Email address: info@birinyibutor.hu

Phone number: +36 30 2974894

2. Data processing activities

2.1 Website contact form

Fact of data collection, scope of processed data, and purpose of processing:

Name – contact (legitimate interest)

Email address – contact (legitimate interest)

Phone number – contact (legitimate interest)

Data subjects: All individuals filling out the contact form on the website.

Duration of data processing / deadline for deletion: 24 months

2.2 Cookies

Purpose of cookies

- collect information about visitors and their devices;
- remember visitors' individual settings, which may be used later;
- make the website easier to use;
- provide a high-quality user experience.

In order to provide customized service, a small data package, called a cookie, is placed on the user's computer and read back during later visits. If the browser returns a previously saved cookie, the cookie-handling service provider may link the user's current visit with previous visits, but only with regard to its own content.

Strictly necessary session cookies

These cookies ensure that visitors can browse the www.birinyibutor.hu website smoothly and fully, use its functions, and access its services. The validity period of these cookies lasts until the end of the session (browsing); when the browser is closed, this type of cookie is automatically deleted from the computer or other device used for browsing.

Third-party cookies (analytics)

The www.birinyibutor.hu website uses Google Analytics as third-party cookies. By using Google Analytics statistical services, Birinyi Bútor Ltd. collects information about how visitors use the website. The data is used for website development and improving user experience. These cookies remain on the visitor's computer or other browsing device until they expire or until the visitor deletes them.

Retention period of user and event data collected by Google Analytics: 24 months.

3. Data processors used

3.1 Hosting service provider

Activity performed by the data processor: Hosting services

Data processor name and contact details:

- Name: KMAK Kelet-Magyarországi Adatközpont Ltd.
- Registered office: 5000 Szolnok, Szapáry Út 20, 3 em. 6.
- Phone number: +36 70 364 2297

Fact of data processing, scope of processed data: All personal data provided by the data subject.

Data subjects: All individuals using the website.

Purpose of data processing: Making the website available and ensuring proper operation.

Duration of data processing / deadline for deletion: Data processing lasts until the termination of the agreement between the data controller and the hosting provider, or until the data subject submits a deletion request to the hosting provider.

Legal basis for processing: User consent pursuant to Section 5 (1) of the Hungarian Info Act, Article 6 (1) (a) of the GDPR, and Section 13/A (3) of Act CVIII of 2001 on certain issues of information society services.

3.2 Technical supervision of the website

Activity performed by the data processor: Technical supervision of the website

Data processor name and contact details:

Name: webstudio22 Ltd.

Registered office: 1224 Budapest, Dózsa György út 160/A/2

Phone number: +36 70 5180614

Email address: info@webstudio22.hu

Fact of data processing, scope of processed data: All personal data provided by the data subject.

Data subjects: All individuals using the website.

Purpose of data processing: Making the website available and ensuring proper operation.

Duration of data processing / deadline for deletion: Data processing lasts until the termination of the agreement between the data controller and the hosting provider, or until the data subject submits a deletion request to the hosting provider.

Legal basis for processing: User consent pursuant to Section 5 (1) of the Hungarian Info Act, Article 6 (1) (a) of the GDPR, and Section 13/A (3) of Act CVIII of 2001 on certain issues of information society services.

3.3 Social media platforms

Fact of data collection, scope of processed data: Registered name on the Facebook social media platform and the user's public profile picture.

Data subjects: All individuals registered on Facebook who have "liked" the website.

Purpose of data collection: Sharing, liking, and promoting certain content elements, products, promotions, or the website itself on social media platforms.

Duration of data processing, deadline for deletion, persons entitled to access data, and description of data subject rights: Information about the source of data, its processing, transfer method, and legal basis is available on the given social media platform. Data processing takes place on social media platforms; therefore, the

duration, method, and options for deletion or modification are governed by the respective platform's policies.

Legal basis for processing: Voluntary consent of the data subject to the processing of personal data on social media platforms.

4. Rights of data subjects

4.1 Right of access

The data subject has the right to obtain confirmation from the data controller as to whether personal data concerning them is being processed and, if so, has the right to access the personal data and the information listed in the Regulation.

4.2 Right to rectification

The data subject has the right to request that the data controller rectify inaccurate personal data concerning them without undue delay. Considering the purpose of processing, the data subject has the right to request the completion of incomplete personal data, including by means of a supplementary statement.

4.3 Right to erasure

The data subject has the right to request that the data controller erase personal data concerning them without undue delay, and the data controller shall be obliged to erase such data without undue delay under certain conditions.

4.4 Right to be forgotten

Where the data controller has made personal data public and is obliged to erase it, taking account of available technology and the cost of implementation, it shall take reasonable steps, including technical measures, to inform other controllers processing the data that the data subject has requested the deletion of links to, or copies or replications of, those personal data.

4.5 Right to restriction of processing

The data subject has the right to request restriction of processing where one of the following applies:

- the accuracy of the personal data is contested;
- the processing is unlawful and the data subject opposes erasure and requests restriction instead;
- the data controller no longer needs the data, but the data subject requires it for legal claims;
- the data subject has objected to processing, pending verification of legitimate grounds.

4.6 Right to data portability

The data subject has the right to receive the personal data concerning them, which they have provided to a data controller, in a structured, commonly used, machine-readable format and has the right to transmit those data to another controller without hindrance.

4.7 Right to object

The data subject has the right to object at any time, on grounds relating to their particular situation, to the processing of personal data carried out in the public interest or for the legitimate interests of the controller or a third party, including profiling. In such a case, the data controller shall no longer process the personal data unless compelling legitimate grounds override the interests, rights, and freedoms of the data subject or are related to legal claims.

4.8 Automated decision-making, including profiling

The data subject has the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.

5. Deadline for taking action

The data controller shall inform the data subject of measures taken in response to the above requests without undue delay, but at the latest within 1 month of receipt of the request. If necessary, this period may be extended by a further 2 months. The data controller shall inform the data subject of the extension and its reasons within 1 month of receiving the request. If the data controller does not take action, it shall inform the data subject within 1 month of receipt of the request of the reasons for not taking action and of the possibility to lodge a complaint with a supervisory authority and seek judicial remedy.

6. Data security

The data controller and the data processor shall implement appropriate technical and organizational measures to ensure a level of data security appropriate to the risk, taking into account the state of the art, implementation costs, and the nature, scope, context, and purposes of processing, as well as the varying likelihood and severity of risks to the rights and freedoms of natural persons.

7. Other provisions

- Data processing activities not listed in this notice will be communicated at the time of data collection.
- Upon exceptional requests by authorities or other bodies authorized by law, the Service Provider is obliged to provide information, disclose or transfer data, or make documents available.
- In such cases, the Service Provider shall disclose personal data only to the extent strictly necessary to achieve the purpose specified in the request.

8. Handling data protection incidents

8.1 Informing the data subject about a data breach

If a personal data breach is likely to result in a high risk to the rights and freedoms of natural persons, the data controller shall inform the data subject without undue delay. The information shall clearly describe the nature of the breach, provide contact details of the data protection officer or other contact person, describe likely consequences, and outline measures taken or proposed to address the breach and mitigate possible adverse effects. The data subject need not be informed if:

- appropriate technical and organizational protection measures (e.g., encryption) were applied;
- subsequent measures ensure that high risk is no longer likely to materialize;
- the notification would involve disproportionate effort, in which case public communication or a similar measure shall be used.

If the data controller has not notified the data subject, the supervisory authority may require notification after assessing the risk level.

8.2 Notification of a data breach to the authority

The data controller shall notify the competent supervisory authority of a data breach without undue delay and, where feasible, not later than 72 hours after becoming aware of it, unless the breach is unlikely to result in a risk to the rights and freedoms of natural persons. If notification is not made within 72 hours, reasons for the delay must be provided.

9. Right to file a complaint

In case of a potential violation by the data controller, complaints may be submitted to the Hungarian National Authority for Data Protection and Freedom of Information:

Hungarian National Authority for Data Protection and Freedom of Information
1125 Budapest, Szilágyi Erzsébet fasor 22/C.

Mailing address: 1530 Budapest, P.O. Box: 5.
Phone: +36 -1-391-1400 Fax: +36-1-391-1410
E-mail: ugyfelszolgalat@naih.hu

10. Closing provisions

When preparing this notice, the following legislation was taken into account:

- REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL (27 April 2016) – General Data Protection Regulation (GDPR)
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information (Info Act)
- Act CVIII of 2001 on Electronic Commerce Services and Information Society Services
- Act XLVII of 2008 on the Prohibition of Unfair Commercial Practices Against Consumers
- Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Economic Advertising Activities
- Act XC of 2005 on Electronic Freedom of Information
- Act C of 2003 on Electronic Communications (especially Section 155)
- Opinion No. 16/2011 on EASA/IAB recommendations regarding behavioural online advertising
- Recommendation of the Hungarian National Authority for Data Protection and Freedom of Information on prior information requirements
- REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL (27 April 2016)