Privacy Policy

1. LEGAL BACKGROUND, PURPOSE, AND DATA CONTROLLER.

PRIVACY NOTICE

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PRIVACY POLICY

Legal background, purpose, and identity of the data controller

In preparing this policy, particular attention has been given to:

Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (Infotv.),

Act VI of 1998 promulgating the Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data (Strasbourg, 28 January 1981),

Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR),

as well as the recommendations of the Online Privacy Alliance.

This Privacy Policy and any data protection matters shall be governed by Hungarian law. Any disputes arising in connection with data protection shall fall under the jurisdiction of Hungarian courts, with exclusive jurisdiction of the courts competent for the seat of the Data Controller.

The purpose of this Privacy Policy is to ensure that, in all areas of our services and for all individuals—regardless of nationality or place of residence—their rights and fundamental freedoms, in particular the right to privacy, are respected during the processing of personal data.

Data Controller:

Data Controller: Modern Alkotók Galériája Kft.

Registered office: 6000 Kecskemét, Kazinczy u. 11.

Company registration number: 03-09-138567

Tax number: 32605817-2-03

E-mail: galeria@modernalkotok.hu

Website: modernalkotok.hu

2. DEFINITIONS RELATED TO PERSONAL DATA.

Personal data: Any information relating to an identified or identifiable natural person (hereinafter: "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, online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

Data processing: Any operation or set of operations performed on personal data or on data sets, whether by automated or non-automated means. This includes collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure, transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

Data transfer: Making data accessible to a specified third party.

Disclosure: Making data accessible to anyone.

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 processing are determined by Union or Member State law, the controller or the specific criteria for its designation may also be determined by such law.

Data processor: A natural or legal person, public authority, agency, or any other body which processes personal data on behalf of the data controller.

Erasure (deletion) of data: Rendering data unrecognisable in such a way that their restoration is no longer possible.

3. PRINCIPLES OF DATA PROCESSING.

In accordance with Article 5 of the GDPR, the Data Controller ensures that personal data are:

- a) Lawfully, fairly, and transparently processed
- Personal data shall be processed lawfully, fairly, and in a transparent manner in relation to the data subject ("lawfulness, fairness and transparency").
- b) Collected for specified purposes
- Personal data shall be collected for specified, explicit, and legitimate purposes and not further processed in a manner that is incompatible with those purposes. Further processing for archiving in the public interest, scientific or historical research purposes, or statistical purposes shall not be considered incompatible with the initial purposes ("purpose limitation").
- c) Data minimisation
- Personal data shall be adequate, relevant, and limited to what is necessary in relation to the purposes for which they are processed ("data minimisation").
- d) Accuracy
- Personal data shall be accurate and, where necessary, kept up to date. Every reasonable step must be taken to ensure that inaccurate personal data are erased or rectified without delay ("accuracy").
- e) Storage limitation
- Personal data shall be kept in a form which permits identification of data subjects only for as long as necessary for the purposes of processing. Personal data may be stored for longer periods only where they will be processed solely for archiving in the public interest, scientific or historical research purposes, or statistical purposes, subject to appropriate technical and organisational measures to safeguard the rights and freedoms of data subjects ("storage limitation").
- f) Integrity and confidentiality
- Personal data shall be processed in a manner that ensures appropriate security, including protection against unauthorised or unlawful processing, accidental loss, destruction, or damage, using appropriate technical or organisational measures ("integrity

and confidentiality”).

4. ADDITIONAL SAFEGUARDS PROTECTING THE DATA SUBJECT.

Every individual has the right:

to receive information about their personal data and the processing thereof (right of access);

to request the restriction of processing by the Data Controller where one of the following applies:

(a) the data subject contests the accuracy of the personal data, for a period enabling the Data Controller to verify the accuracy of the data;

(b) the processing is unlawful and the data subject opposes the erasure of the data and requests the restriction of their use instead;

(c) the Data Controller no longer needs the personal data for processing purposes, but the data subject requires them for the establishment, exercise, or defence of legal claims; or

(d) the data subject has objected to processing; in this case, the restriction applies for the period until it is determined whether the legitimate grounds of the Data Controller override those of the data subject;

in justified cases, to request the rectification or erasure of their personal data without undue delay (right to be forgotten). The Data Controller shall inform all recipients to whom the personal data have been disclosed of any rectification, erasure, or restriction of processing, unless this proves impossible or involves disproportionate effort. Upon request, the Data Controller shall inform the data subject about these recipients.

In the case of data processing based on consent, the data subject has the right to receive the personal data concerning them, which they have provided to Modern Alkotók Galériája Kft., in a structured, commonly used, and machine-readable format, and has the right to transmit those data to another data controller. The exercise of this right shall not adversely affect the right to erasure (right to be forgotten) and shall not negatively affect the rights and freedoms of others.

The data subject has the right to seek legal remedy if their request for information, communication, rectification, or erasure—provided for by law—is not fulfilled.

Upon request, the Data Controller shall provide information about:

the personal data processed by it or by a data processor acting on its behalf,

the purpose, legal basis, and duration of the processing,

the name and address (registered office) of the data processor and its activities related to data processing,

and the recipients of the data and the purposes of such data transfers.

The Data Controller shall provide this information in writing, in a clear and understandable form, as soon as possible, but no later than 30 days from the submission of the request. In case of a violation of their rights, the data subject may bring a claim before a court against the Data Controller. The Data Controller shall be liable for any damage caused to others by unlawful data processing or by failure to comply with data security requirements. The Data Controller is also liable to the data subject for damages caused by a data processor. The Data Controller shall be exempt from liability if it proves that the damage was caused by an unavoidable event outside the scope of data processing. No compensation shall be payable to the extent that the damage resulted from the intentional or grossly negligent conduct of the injured party.

5. DATA PROCESSING ACTIVITIES.

a) Registration

Purpose of data processing	Registration is required for purchasing products.
Legal basis of data processing	Article 6(1)(b) of the GDPR: processing is necessary for the conclusion and performance of a contract for the purchase of products.
Categories of data subjects	Any natural person.
Categories of personal data	Username, email address.
Data retention period	Until the end of 1 year following the deletion of the registration.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller uses data processors: Webshop system provider: Unas Online Kft. (registered office: 9400 Sopron, Kőszegi út 14.; company registration number: 08-09-015594) Hosting provider: Unas Online Kft. (registered office: 9400 Sopron, Kőszegi út 14.; company registration number: 08-09-015594) Website developer: Modern Alkotók Galériája Kft. (registered office: 6000 Kecskemét, Kazinczy u. 11.,; company registration number: 03-09-138567)
Source of data	The personal data are provided by the data subject.
Provision of data and consequences	Providing personal data is necessary. If the required data are not provided during registration, the user will not be able to purchase products.

b) Contact

Purpose of data processing	Establishing and maintaining contact.
Legal basis of data processing	Article 6(1)(b) of the GDPR: processing is necessary for the conclusion and performance of a contract for the purchase of products.
Categories of data subjects	Any natural person.
Categories of personal data	Last name, first name, telephone number, email address.

Data retention period	Until the end of 5 years following the performance or termination of the contract, in accordance with Section 6:22 of the Hungarian Civil Code (Ptk.).
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller uses data processors: Webshop system provider: Unas Online Kft. (registered office: 9400 Sopron, Kőszegi út 14.; company registration number: 08-09-015594) Hosting provider: Unas Online Kft. (registered office: 9400 Sopron, Kőszegi út 14.; company registration number: 08-09-015594) Website developer: Modern Alkotók Galériája Kft. (registered office: 6000 Kecskemét, Kazinczy u. 11.; company registration number: 03-09-138567)
Source of data	The personal data are provided by the person submitting the contact form.
Provision of data and consequences	Providing personal data is necessary. If the required data are not provided, the Data Controller will not be able to contact you.

c) Product purchase

Purpose of data processing	Purchase of products.
Legal basis of data processing	Article 6(1)(b) of the GDPR: processing is necessary for the conclusion and performance of a contract for the purchase of products.
Categories of data subjects	Any natural person.
Categories of personal data	Last name, first name, telephone number, email address.
Data retention period	8 years, in accordance with Section 169(1)–(2) of the Hungarian Accounting Act.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller uses data processors: Webshop system provider: Unas Online Kft. (registered office: 9400 Sopron, Kőszegi út 14.; company registration number: 08-09-015594) Hosting provider: Unas Online Kft. (registered office: 9400 Sopron, Kőszegi út 14.; company registration number: 08-09-015594) Website developer: Modern Alkotók Galériája Kft. (registered office: 6000 Kecskemét, Kazinczy u. 11.; company registration number: 03-09-138567)
Source of data	The personal data are provided by the purchaser.
Provision of data and consequences	Providing personal data is mandatory. If the required data are not provided, the Data Controller will not be able to fulfil the purchase.

d) Invoicing

Purpose of data processing	Issuing invoices.
Legal basis of data processing	Article 6(1)(c) of the GDPR: processing is necessary for compliance with a legal obligation, pursuant to Section 159(1) of the Hungarian VAT Act.
Categories of data subjects	Any natural person.
Categories of personal data	Name, address, tax number (in the case of business customers), email address.
Data retention period	8 years, in accordance with Section 169(1)–(2) of the Hungarian Accounting Act.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller uses data processors: Accounting: ME-KA Bt. (registered office: 6000 Kecskemét, Pacsirta u. 17.; registration number: 03-06-101029; tax number: 20443157-1-03)

	Invoicing software: KBOSS.hu Kft. (registered office: 1031 Budapest, Záhony utca 7.; tax number: 13421739-2-41)
Source of data	The personal data are provided by the purchaser.
Provision of data and consequences	Providing personal data is mandatory. If the required data are not provided, the Data Controller will not be able to fulfil its legal obligation to issue an invoice.

e) Payment for products

Purpose of data processing	Payment for the product may be made via: · bank transfer · OTP SimplePay (bank card payment) · cash payment upon personal collection at the company's registered office
Legal basis of data processing	Article 6(1)(b) of the GDPR: processing is necessary for the conclusion and performance of a contract for the purchase of products.
Categories of data subjects	Any natural person.
Categories of personal data	Last name, first name, bank account number, order ID, amount paid, date of transfer, email address.
Data retention period	8 years, in accordance with Section 169(1)–(2) of the Hungarian Accounting Act.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	In the case of bank transfer, personal data are accessed by the account-holding bank: · OTP Bank Nyrt. (registered office: 1051 Budapest, Nádor u. 16.; company registration number: 01-10-041585) · OTP Bank Nyrt. Privacy Policy: https://www.otpbank.hu/portal/hu/adatvedelem? · In the case of OTP SimplePay payment, personal data are accessed by: OTP Bank Nyrt. (registered office: 1051 Budapest, Nádor u. 16.; company registration number: 01-10-041585) and OTP Mobil Kft. (registered office: 1143 Budapest, Hungária krt. 17–19.; company registration number: 01-09-174466) · OTP Mobil Kft. Privacy Policy: https://simplepay.hu/adatkezelesi-tajekoztatok/? • In the case of cash-on-delivery payment, personal data are accessed by courier services (see section 5.f).
Source of data	The personal data are provided by the purchaser.
Provision of data and consequences	Providing personal data is mandatory. If the required data are not provided, the payment for the product cannot be completed.

f) Delivery of products

Purpose of data processing	Delivery of the purchased product.
Legal basis of data processing	Article 6(1)(b) of the GDPR: processing is necessary for the conclusion and performance of a contract for the purchase of products.
Categories of data subjects	Purchasers.
Categories of personal data	Last name, first name, delivery address (postal code, city, street, house number), telephone number, email address.
Data retention period	Until the end of 5 years following the performance or termination of the contract.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller does not use a data processor for this activity. Personal data are transferred to courier service providers for the purpose of fulfilling the contract: Juhász Sándor és Társa Kft. (registered office: 6000 Kecskemét, Szolnoki hegy 221.; company registration number: 03-09-113671)
Source of data	The personal data are provided by the purchaser.
Provision of data and consequences	Providing personal data is mandatory. If the required data are not provided, the Data Controller will not be able to deliver the product.

g) Contractual communication

The Data Controller communicates and maintains business relationships with its contracted partners (suppliers, clients) through the contact persons specified in the contract.

Purpose of data processing	To maintain communication and ensure cooperation for the fulfilment of the contract between the Data Controller and the Partner.

Legal basis of data processing	Article 6(1)(f) of the GDPR: legitimate interest.
Categories of data subjects	Name, position, telephone number, email address.
Categories of personal data	Last name, first name, delivery address (postal code, city, street, house number), telephone number, email address.
Data retention period	Until the end of 5 years following the performance or termination of the contract.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller does not use a data processor for this activity.
Source of data	The personal data are provided by the partner's contact person.
Provision of data and consequences	If the required data are not provided, the Data Controller will not be able to communicate and coordinate with the Partner.

h) Complaint handling

Purpose of data processing	Handling complaints related to any service.
Legal basis of data processing	Article 6(1)(c) of the GDPR: processing is necessary for compliance with a legal obligation, pursuant to Act CLV of 1997 on Consumer Protection.
Categories of data subjects	Consumers.
Categories of personal data	Name, address, place, time and method of submitting the complaint, detailed description of the complaint, and a list of documents and other evidence provided by the consumer.
Data retention period	5 years, in accordance with Section 17/A(7) of the Consumer Protection Act.
Data transfer	No data transfer takes place under Articles 44–49 of the GDPR.
Recipients	The Data Controller does not use a data processor for this activity.
Source of data	The personal data are provided by the consumer submitting the complaint.
Provision of data and consequences	Providing personal data is voluntary. However, if the required data are not provided, the Data Controller may not be able to investigate the complaint.

6. DATA PROCESSING ON THE WEBSITE.

Our Website uses cookies.

A cookie is a file that is placed on your computer when you visit a website. Cookies are small information packages sent by the server to the browser, which are then returned to the server with each request, containing data defined by the server. Their purpose is to store your website preferences so that when you revisit the same website using the same device, it can remember your settings.

Cookies serve many functions. They are most commonly used to: personalise advertisements and services, analyse website traffic.

Under applicable laws, cookies may only be stored on your device without your consent if they are strictly necessary for the operation of the website ("necessary cookies"). For all other types of cookies, your consent is required. You can view and manage the cookies currently used on the website via the pop-up window that appears when you enter the site.

All modern browsers allow you to change your cookie settings. Most browsers automatically accept cookies by default, but these settings can usually be modified to prevent automatic acceptance and to offer you the choice of accepting cookies each time.

Please note that cookies are intended to facilitate or enable the usability and processes of our website. If you disable or delete cookies, some features of the website may not function properly, and the website may not behave as intended in your browser. You can find more information about cookie settings in the most popular browsers at the following links:

- Google Chrome
- Firefox
- Microsoft Internet Explorer 11
- Microsoft Internet Explorer 10
- Microsoft Internet Explorer 9
- Microsoft Internet Explorer 8
- Microsoft Edge
- Safari

7. ACCESS TO DATA.

Personal data may be accessed by the authorised employees of the Data Controller to the extent necessary for the performance of their duties.

8. DATA SECURITY MEASURES.

The Data Controller implements appropriate IT, technical and organisational measures to ensure the protection of personal data, including protection against unauthorised access and unauthorised alteration.

9. DATA SUBJECT RIGHTS AND THEIR CONTENT.

Data subject rights related to data processing.	Content of the rights
Right to information (Articles 13–14 of the GDPR)	You have the right to receive information about the processing of your personal data at the time the data are collected. This includes information about the fact and purpose of the data processing. The Data Controller shall also provide you with any additional information necessary to ensure fair and transparent processing, taking into account the specific circumstances and context of the processing. You must also be informed about the existence of profiling and its consequences.
Right of access (Article 15 of the GDPR)	You have the right to obtain confirmation as to whether your personal data are being processed. If such processing is taking place, you have the right to access the following information: • what personal data are being processed, • the legal basis of the processing, • the purpose of the processing, • the duration of the processing, • to whom, when, on what legal basis, and which personal data have been disclosed or transferred, • the source of the personal data (if not provided by you), • whether automated decision-making is applied, including profiling, and the logic involved.
Right to rectification (Article 16 of the GDPR)	You have the right to request that the Data Controller correct inaccurate personal data concerning you or complete incomplete personal data. This means you may request the modification of your personal data at any time (for example, you may change your email address or other contact details).
Right to erasure ("right to be forgotten") (Article 17 of the GDPR)	You have the right to request the erasure of your personal data if one of the following grounds applies: • the personal data are no longer necessary for the purposes for which they were collected or otherwise processed, • you withdraw your consent on which the processing is based under Article 6(1)(a) or Article 9(2)(a), and there is no other legal basis for the processing, • you object to the processing pursuant to Article 21(1), and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Article 21(2), • the personal data have been processed unlawfully, • the personal data must be erased to comply with a legal obligation under Union or Member State law applicable to the Data Controller, • the personal data were collected in relation to the offer of information society services referred to in Article 8(1).
Right to restriction of processing (Article 18 of the GDPR)	You have the right to request that the Data Controller restrict the processing of your personal data if one of the following conditions applies: • you contest the accuracy of your personal data (in this case, the restriction applies for a period enabling the Data Controller to verify the accuracy of the personal data), • the processing is unlawful, and you oppose the erasure of the data and request the restriction of their use instead, · the Data Controller no longer needs the personal data for processing purposes, but you require them for the establishment, exercise, or defence of legal claims, · you have objected to processing pursuant to Article 21(1) (in this case, the restriction applies until it is determined whether the legitimate grounds of the Data Controller override your legitimate grounds).
Right to data portability (Article 20 of the GDPR)	You have the right to receive the personal data concerning you, which you have provided to a Data Controller, in a structured, commonly used, and machine-readable format. You also have the right to transmit those data to another Data Controller without hindrance from the Data Controller to which the personal data have been provided, where: • the processing is based on consent pursuant to Article 6(1)(a) or Article 9(2)(a), or on a contract pursuant to Article 6(1)(b), and • the processing is carried out by automated means. You have the right to request the direct transmission of your personal data between Data Controllers, where technically feasible.

Right to object (Article 21 of the GDPR)	You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data based on Article 6(1)(e) or (f), including profiling based on those provisions. In such cases, the Data Controller shall no longer process your personal data unless it demonstrates compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or which are necessary for the establishment, exercise, or defence of legal claims. Where personal data are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such purposes, including profiling to the extent that it is related to direct marketing.
Right to withdraw consent (Article 7(3) of the GDPR)	You have the right to withdraw your consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. You must be informed of this right before giving consent. It must be as easy to withdraw consent as it is to give it.

10. DATA SUBJECT REMEDIES AND THEIR CONTENT.

Available remedies	Content of the remedies
Right to lodge a complaint with a supervisory authority (Article 77 of the GDPR)	If you believe that your rights related to the protection of your personal data have been violated, you have the right to lodge a complaint with the following authority: Hungarian National Authority for Data Protection and Freedom of Information (NAIH) Registered office: 1055 Budapest, Falk Miksa utca 9–11. Mailing address: 1363 Budapest, P.O. Box 9 Phone: +36 (1) 391-1400 Email: ugyfelszolgalat@naih.hu Website: www.naih.hu?
Right to an effective judicial remedy against the Data Controller or Data Processor (initiation of court proceedings)	

11. UPDATES TO THE PRIVACY POLICY.

The Data Controller reserves the right to unilaterally amend this Privacy Policy.

This Policy may be modified in particular in the event of changes in legislation, data protection authority practices, business needs, or other relevant circumstances.

Upon request, the Data Controller shall provide you with a copy of the currently applicable Privacy Policy in a mutually agreed format.