

INTRODUCTION

CraftHub Kft. (referred to as “we”, “us”, or “our” or “CraftHub” in this Privacy Policy), organisers of multiple conference, workshops and events including “Compass”, “Craft”, “Crunch”, “Amuse”, “Impact” and “Stretch” (each, an “Event”), is committed to protecting your personal information. We invite you to read this Privacy Policy, which explains the types of information collected and created in connection with the relevant Event, how and why we use such information, who we share it with and your legal rights.

Unless indicated otherwise, this Privacy Policy relates to our use of any personal information we collect or use in relation to the following services (collectively, the “Services”): - the Event; - the Event websites and their related subdomains including those pertaining to registration for attendance at the Event and to be a volunteer at the Event; - the Event apps; - the Workshops; - online surveys relating to the Event; - the Event official social media channels.

We do not collect personal data from children under 13 years of age. By providing us with your data, you warrant to us that you are over 13 years of age.

CraftHub Kft is the data controller and we are responsible for your personal data.

This Privacy Policy does not apply to information collected by any third party, including through any third-party application or content (including advertising) that may link to or be accessible from our Services.

By registering, attending or participating in any other way at an Event or by using any of the Services, you accept this Privacy Policy and consent to the control of your personal data as set out below. To receive marketing communications, we require your explicit, separate consent, which you can provide by opting in through a clear affirmative action. Your consent to this Privacy Policy does not automatically enroll you in marketing communications.

Contact Details

Full name of legal entity: CraftHub Korlátolt Felelősségű Társaság

Email address: hello@crafthub.events

Postal address: 1037 Budapest, Jablonka utca 31., Hungary

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by using the update links in the emails you receive from us or by emailing us at hello@crafthub.events.

WHY WE COLLECT PERSONAL DATA?

We process and manage certain data in connection with the Services referred to in this Privacy Policy. This data may include personal data in the meaning of the applicable data protection laws. We will process such personal data for the following specific purposes:

- to organize and implement Events,
- to promote, present and provide our Services,
- to fulfil our contractual obligations based on the respective General Terms and Conditions and other binding contractual obligations regarding any Event,
- to contact and identify attendees, participants, contributors, sponsors or other interested parties.
- to manage accounts, process payments,
- to notify you about changes to our Services, our terms and conditions applicable to the Services, or this Privacy Policy,
- to communicate with you by e-mail, postal mail, telephone and/or mobile devices in connection with presenting and/ or providing the Services,
- for our business purposes, such as data analysis, audits, fraud monitoring and prevention, developing new products, enhancing, improving or modifying our Services, and operating and expanding our business activities,
- allocating sponsors, cooperating partners, developing business relations and enhancing the goodwill of CraftHub,
- for any other purpose for which you provide it or with your consent.

WHAT DATA DO WE COLLECT ABOUT YOU

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

- Communication Data that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other communication. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims as well as to comply with legal requirements of keeping business records.
- Customer Data that includes data relating to any purchases of our Services such as your name, title, billing address, delivery address, email address, phone number, contact details, purchase details (including details of bank card or other payment method). We process this data to supply the Services and/or goods you have purchased and to keep records of such transactions for statutory legal. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract as well as to comply with legal requirements of keeping our business records.
- User Data that includes data about how you use any of our Services together with any data that you post for publication on our website or through other online Services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back-ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our Services and to fulfill and contractual obligation we might have toward you in connection with the Services and the Events.
- Speaker Data that includes data relating to any participation as a speaker the Events such as your name, title, address, delivery address, email address, phone number, contact details, purchase details (including your bank card details of bank card or other payment method). We process this data to keep contact with you, organize and promote the Event, coordinate and purchase travel services and to keep records of such transactions. Our lawful ground for this processing is the performance of an agreement between you and us and/or taking steps at your request to enter into such an agreement as well as our contractual obligation to you and third party participants to hold the Events.

- Technical Data (eventually also by using cookies and/ or web beacons) that includes data about your use of our Services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our Services, time zone settings and other technology on the devices you use to access our Services. The source of this data is from our analytics tracking system. We process this data to analyse your use of our Services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business for our daily operation. Such data in most cases are anonymous information used for statistical purposes.

- Marketing Data Marketing Data encompasses information related to your marketing preferences, both in terms of receiving communications from us and our trusted third parties, as well as your preferred communication methods. We process this data to facilitate your participation in our promotions, such as contests, prize drawings, and giveaways, to deliver tailored website content and advertisements to you, and to gauge the effectiveness of our advertising efforts.

For the most part, we only process your personal data for marketing communications when we have obtained your explicit consent. The legal basis for such processing is your consent. The legal basis for this processing may be in exceptional circumstances, our legitimate interests.

When we rely on legitimate interests as the legal basis for processing your data for marketing purposes, we want to assure you that we have undertaken a thorough assessment to balance our interests against your rights and freedoms. We are committed to protecting your privacy and ensuring that our legitimate interests do not override your fundamental rights. To provide you with additional safeguards, we take the following measures:

- Regularly review and update our legitimate interest assessment to ensure its continued relevance and compliance with GDPR.
- Minimize the impact on your privacy by only processing the data necessary for our stated legitimate interests.
- Implement technical and organizational measures to safeguard your data and ensure its security.

- Provide you with an easy and accessible way to opt out of marketing communications at any time.
- Clearly communicate our legitimate interests and the reasons behind our data processing in this manner.

We respect your right to object to the processing of your data based on legitimate interests. If you have any concerns or objections regarding our data processing activities, please don't hesitate to contact us. Your feedback is important to us, and we will address your concerns promptly and transparently to ensure your privacy rights are upheld.

Photos and audio and/or video recordings may be taken during the Events and used by CraftHub according to the General Terms & Conditions of the Event accepted by the attendees during the registration to the Event. Such data will also be used within the above scope of purposes, especially to promote and present our Services (e.g. thank-you campaign purposes on social media or other platforms). Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel the Services you have ordered or we may be unable to ensure your participation in an Event, but if we have to, we will notify you at the time.

We will only use your personal data for a purpose it was collected for or a reasonably compatible purpose if necessary.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

In line with data minimization and limitation principles, we do not engage in automated decision-making or profiling using your personal data for marketing purposes unless explicitly consented to by you.

HOW WE COLLECT YOUR PERSONAL DATA

We may collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails). We may automatically collect certain data from you as you use our website by using cookies and similar

technologies. Please see our cookie policy for more details on the website of the Event.

We may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, search information providers such as Google based outside the EU, e-mail marketing platforms such as Mailchimp based outside the EU, providers of technical, payment and delivery services, such as data brokers or aggregators.

Direct MARKETING COMMUNICATIONS, NEWSLETTER

Direct marketing communications refer to the collection and processing of personal data for the purpose of communicating promotional or marketing material directly to you. This clause applies to all direct marketing activities conducted by us or third party marketing service providers (joint controllers). During direct marketing enquiries, we are committed to ensuring that our data processing is compliant to the relevant requirements of the GDPR and in cases where third parties are involved in direct marketing activities on our behalf, we will ensure that they adhere to the same high standards of data protection and privacy as us.

Our lawful ground of processing your personal data to send you marketing communications is either your consent or exceptionally our legitimate interests if the legal conditions are met. In case of consent, prior to engaging in direct marketing activities, we will obtain your voluntary and explicit consent (opt-in): you will be provided with a clear and unambiguous option to opt-in to receive direct marketing communications in the form of checkboxes, electronic forms, or other means as appropriate. In cases where we share your data with third-party marketing service providers, we rigorously ensure compliance with GDPR through strict data processing agreements.

Opt-out: You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing us at hello@crafthub.events at any time.

If you opted out, we will stop sending any marketing communications and we will stop processing your personal data for such purpose.

If you opted out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases,

warranty registrations etc, nor does it apply to processing personal data on other legitimate legal grounds. Furthermore, the withdrawal of consent will not affect the lawfulness of processing based on consent before opting out.

Our purpose for direct marketing enquiries is namely to be able to organize further Events and provide related Services for the widest audience that may be interested.

Accordingly, we will consider you as someone who might be interested in our Events and related Services, and may send you marketing communications from us if (i) you made a purchase or asked for information from us about our Services or (ii) registered to or participated in one of our Events (iii) or you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since.

When we collaborate with third-party marketing service providers to offer you personalized and exciting promotional content and transfer your personal data to such third parties, we will comply with all respective data protection rules based on the following principles:

- **Joint Responsibility and Cooperation:** In our relationship with these third-party services, both of us are responsible for your data as per GDPR Article 26. To make everything clear and transparent, we have Joint Controller Agreements. These agreements set out our roles and how we manage your data together.
- **United in Protecting Your Data:** Both we and our marketing partners are committed to handling your personal data for the right reasons and in the right way. We follow the rules set out in the GDPR and any national laws that apply, ensuring your data is processed safely and securely.
- **Keeping Records and Staying Secure:** We both keep detailed records on how your data is used. Not only that, but we also implement strong technical and organizational measures for top-notch security, reducing any risks when processing your data.
- **Empowering You to Exercise Your Rights:** If you ever want to inquire about your data, you have full rights under GDPR Articles 15 to 22. You can contact either us or our marketing

Targeted Marketing and Social Media Platforms: In our direct marketing communications, we sometimes collaborate with third-party marketing service providers who specialize in targeted marketing, particularly on social media platforms. These providers use advanced targeting techniques to deliver our

promotional content to an audience likely to be interested in our Events and services. You have the right to opt-out especially of targeted marketing at any time. If you choose to opt-out, we and our third-party providers will cease processing your data for these purposes. You can exercise this right through the opt-out options provided in our communications or by contacting us directly.

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By subscribing to our newsletter, you agree to receive it and to proceed your personal data for such purpose. The dispatch of the newsletter is based on the consent of the recipients pursuant to Art. 6 para. 1 lit. a, Art. 7 GDPR, if consent is not required, on our legitimate interests in direct marketing pursuant to Art. 6 para. 1 f GDPR. Cancellation / revocation: The receipt of our newsletter can be cancelled at any time, i.e. the consents can be revoked. A link to cancel the newsletter can be found at the end of all newsletters. We may store the unsubscribed email addresses for up to three years based on our legitimate interests before deleting them to provide evidence of prior consent. The processing of these data is limited to the purpose of a possible defense against claims. An individual deletion request is possible at any time, provided that the former existence of a consent is confirmed at the same time.

DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below:

- Other companies, contractors who provide services to us. (e.g. third party marketing service providers).
- Service providers who provide IT and system administration services.

- Professional advisers including lawyers, bankers, auditors and insurers.
- Government bodies that require us to report processing activities.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.
- For any other purpose disclosed by us when you provide the information.

Our Events are sponsored by other companies (hereinafter 'Sponsors'). Your personal data may be disclosed to the partners (sponsors) of the Event in the framework of the purposes set out above as well as for marketing purposes. This means that by registering, attending or participating in any other way at the Event you agree to share your personal data with the Sponsors of the Event and of CraftHub. We, as well as the Sponsors of the Event may use your personal data for our marketing and advertising purposes, including (without limitation) by email, display media, and targeting other devices. We, as well as the Sponsors of the Event do this in order to inform you about services, offers or events we believe might be of interest to you, develop promotional or marketing materials and display event-related content and advertising on or off the Services that we believe might be of interest to you.

All data transfers are governed by Data Processing Agreements (DPAs) that clearly define the responsibilities and obligations of the marketing service providers. These agreements ensure that the data is processed solely for the agreed-upon purposes, in accordance with our instructions, and with appropriate security measures in place.

If you do not agree to such disclosure of your data, please use the possibility to opt out by contacting CraftHub at any stage and explicitly specifying your request. We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

We may disclose aggregated information about users and the use of our Services, and information that does not identify any individual, without restriction.

INTERNATIONAL TRANSFERS

We are subject to the provisions of the General Data Protection Regulations that protect your personal data. Where we transfer your data to third parties outside of

the EEA, we will ensure that certain safeguards are in place to ensure a similar degree of security for your personal data. As such:

- We may transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data; or
- Where we use certain service providers who are established outside of the EEA, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorization. We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

CraftHub uses for the storage of the data cloud services from Google. Google complies with data processing and security conditions and act for us as a processor of personal data under the GDPR. Google provides its clients with updated contract terms in accordance with the new requirements of the GDPR.

DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorized use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

Generally, we store personal data for up to five years after the completion of any legal relationship with the data subjects. Following the end of this period, all personal data not to be stored and processed any longer due to mandatory law, will be erased and/or anonymized so that no links between the private individual data subjects and the anonymized are further traceable or identifiable. Amount of anonymized data shall be kept at the minimum and processed for the purpose of statistical and reporting purposes only.

If judicial (including arbitration) or other administrative claim or dispute arose, the term of processing the concerning the personal data shall be prolonged until the final and binding closing of the process. If extra-judicial contingent claim arose or threatened to arise, the term of processing the concerned personal data shall be prolonged until the period of time required by the given purpose (generally in accordance with the statute of limitation period for civil law damages (five years under local civil law)).

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for ten years after they stop being customers.

In some circumstances we may anonymize your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

YOUR LEGAL RIGHTS

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

If you wish to exercise any of the rights set out above or have any complaints or issues about our personal data handling, please email us at hello@crafthub.events.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

In the event of an infringement of your rights related to the processing of personal data, you may also turn to the Hungarian Authority for Data Protection and the Freedom of Information (1530, Budapest, Pf. 5.; e-mail: ugyfelszolgalat@naih.hu, web: www.naih.hu) or your local data protection authority within the EU or a competent court of law.

THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the Privacy Policy of every website you visit.

COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. You can find more information of the use of cookies and you can set your cookie preferences through the cookie pop-up bar appearing upon visiting our website.

GOVERNING LAW

This Policy and the processing of any personal data under it shall be governed by the laws of Hungary including any applicable EU legislation with respect to personal data protection.

CHANGES TO THIS POLICY

CraftHub reserves the right to modify this Policy from time to time in order that accurately reflects legal requirements of Hungarian or EU law. Therefore your responsibility is to occasionally check this website and familiarize yourself with changes to this Privacy Policy which might occur from time to time.