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Data Protection and Privacy Policy

DOG SHOW Kft. (Ltd) Data protection and Privacy Policy

Introduction

DOG SHOW Kft. informs participants in its competitions and registrants in its registration system about its data management practices and the users' legal remedies. DOG SHOW Kft. (Ltd), as the data controller, undertakes to ensure that the data management services it provides meet the requirements set out in the applicable laws.

Data controller details:

Name: DOG SHOW Kft. (Ltd)

Registered office: 8000 Székesfehérvár, Tóvárosi lakónegyed 31. 3. em. Door 2

Postal address: 8000 Székesfehérvár, Balaton út 117.

Company registration number: 01-09-952895

Tax number: 23099197-2-07

Customer service:

General information: +36 (70) 457 2760

E-mail (general): admin@dogshow.hu

E-mail (data management, data protection): adatvedelem@dogshow.hu

Websites: dogshow.hu, nevezes.dogshow.hu

The main purpose of this information is to ensure that, in all areas of the services provided by DOG SHOW Kft. (Ltd) (as data controller), every individual, regardless of their nationality or place of residence, is guaranteed that their rights and fundamental freedoms, in particular the right to privacy, are respected during the automatic processing of their personal data (data protection) in accordance with the following provisions:

- General Data Protection Regulation (EU) 2016/679 – General Data Protection Regulation of the European Union
- Act CXII of 2011 – on the right to informational self-determination and freedom of information,
- Act XLVII of 2008 – on the prohibition of unfair commercial practices towards consumers,
- Act LXVIII of 2008 – on the basic conditions and certain limitations of economic advertising activities,
- Act CXXXIII of 2005 – on the rules of personal and property protection and private investigation activities,
- Act CVIII of 2001 – on certain issues of electronic commerce services and services related to the information society.
- The terms used in this information notice relating to the processing of personal data are the same as those used in

Act CXII of 2011 on the right to informational self-determination and freedom of information.

Code of Conduct:

The Data Controller does not currently apply an approved code of conduct within the meaning of Article 40 of the GDPR. If the Data Controller joins such a code in the future, it will notify Users by amending this notice.

Legal basis for data processing

By registering for our events, purchasing our services/products, placing an order, or subscribing to our newsletters, you enter into a contract with us for the performance of specific services or the purchase of products.

The legal basis for the processing of personal data is the performance of the contract in the case of data necessary for the performance of the contract (organisation of events, exhibitions, etc.). This data appears as mandatory when registering in the online registration system. The basis for the processing of data that is not mandatory is your consent.

In addition to the general data processing consent, we request a separate consent to send marketing emails and SMS. This consent can be withdrawn at any time, regardless of the other data. Withdrawal is not an obstacle to participation in the events.

Purpose and duration of data processing

The general purpose of data processing conducted by DOG SHOW Kft. includes:

- identifying and registering our customers (entrants), as well as recording entries,
- organising the events, exhibitions and events we manage,
- informing our customers and providing our marketing activities,
- keeping financial records,
- compiling statistics and analyses,
- determining the circle of those entitled to the discount in the event of providing a discounted entry opportunity and assigning the discounts to the affected customers (e.g. MEOESZ federal card),
- notifying the affected customers using the data provided by the customer in the event of a problem arising at our events,
- continuously improving our services, preparing new events and events.

Our customers (i.e. entrants) in our database can register for our events at any time in the future, meaning that their identification may be necessary for an indefinite period. Access to data may also be necessary for an indefinite period of time to provide and register discounts (e.g.: a discount for registering a certain number of dogs). Therefore, based on the principle of purpose limitation, we generally store personal data in our database until the customer withdraws their consent, i.e. we only delete them upon special request. However, during the three-year review, we may delete the data of customers who have not had a new registration for several years.

Details of our marketing activities

Within the framework of its marketing activities, DOG SHOW Kft.

- performs statistical analyses in order to improve its services and base its campaigns,
- forms target groups from its clientele who may be interested in a given service or event (e.g. owners of dogs of a given breed or breed group),
- sends newsletters and advertisements by e-mail,
- sends advertisements by SMS (we rarely use this option, our primary direct marketing tool is e-mail),
- may use photos and videos of participants in its events (our customers must expressly consent to this with each entry, and this consent is an essential condition for entry, since we cannot

always identify the people in the pictures by name).

Data transfer abroad

DOG SHOW Kft. does not transfer any personal data abroad, but reserves the right to move its virtual servers to the cloud if necessary. You can read more about this in the section on servers.

Scope of processed data

The personal data we process is detailed below, along with the purpose of the data processing. We keep records of the data provided by our customers and the values calculated from them. We also keep records of the results achieved during events (especially exhibitions) (e.g. CAC, CACIB, etc.) and data related to the organisation of competitions (e.g. starting number, confirmation of entry).

We keep records of financial transactions (date, amount, currency, paid item, transaction identifier in the case of online entry). In the online entry system, bank card payments are made on the secure payment interface of SimplePay Nyrt., where our customers provide the data directly to the bank, therefore no data related to the bank card is held by DOG SHOW Kft., and we do not process such data.

According to the regulations of the given **organising association**, if the event is canceled or its date is changed, the organising association will refund a certain part of the entry fee to the client. For this process, our clients must provide their bank account number and account bank details when registering.

Sending emails and SMS

- We send an email to all our clients
- about the successful registration in the online entry system,
- about the administration of the entry (notification messages),
- about information related to purchases,
- in case of password reminder and password change,
- about information related to the event,
- if necessary, for administrative purposes and data reconciliation.

We send an SMS

In the event of an extraordinary or high-profile event, if we cannot notify the entrants otherwise due to the short time.

The above-mentioned messages are part of our service and are sent regardless of the marketing consent.

We only send promotional emails, SMS and newsletters to those who have given their consent. This consent can be withdrawn at any time, for example by using the unsubscribe function at the bottom of each newsletter, by clicking the Edit My Data button in the online registration system or by sending a separate email.

Scope of those authorized to view the data

- Only those employees within the company who perform registration-related tasks, or who maintain, analyze, summarize and evaluate the data, and who are responsible for informing customers before and after the event, are authorized to view the personal data provided by customers. The above-mentioned group includes:
- administrator and data recording employees / data processing partners

- system administrator, software developer and database management employees / data processing partners
- financial employees / data processing partners
- marketing employees / data processing partners

Our data processing partners (subcontractors) are:

- **IT Kraft Kft.** (8000 Székesfehérvár, Bodrogi utca 48/1; tax number: 32080977-2-07), tasks: operation, software development and database management
- **Simon Nándorné Horváth Edina** e.v (8000 Székesfehérvár, Bodrogi utca 48/1; tax number: 65788639-2-27), tasks: software developer and data recording, and financial services
- **Simon Nándor** e.v (8000 Székesfehérvár, Bodrogi utca 48/1; tax number: 60213758-2-27), tasks: software developer and data recorder, as well as financial services

You can request detailed information about our partners by e-mail at adatvedelem@dogshow.hu.

Data processors and additional data controllers

The Service Provider uses the following international service providers as data processors or joint data controllers:

- **Google Ireland Limited** (Gordon House, Barrow Street, Dublin 4, Ireland) – Email communication (Gmail), document management (Google Workspace), web analytics (Google Analytics), advertising services (Google Ads). Privacy policy: https://policies.google.com/privacy
- **Meta Platforms Ireland Limited** (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) – Facebook business page operation, advertising campaigns (Meta Pixel, Facebook Ads), social media communication. Privacy policy: https://www.facebook.com/privacy/policy
- **Microsoft Ireland Operations Limited** (One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland) – Email communication (Outlook), document management (Microsoft 365), file storage (OneDrive). Privacy Policy: https://privacy.microsoft.com/hu-hu/privacystatement

The data processing activities of the above service providers comply with the European Union's General Data Protection Regulation (GDPR), and the data is transferred under appropriate guarantees (EU-US data protection framework, standard contractual clauses).

Our data processing partners (organizing organizations)

Our data processing partners are the organizers of each event, so-called "Organising associations". A given event is organized on behalf of a given partner in cooperation with him. Our entrant/participant customer can find out about the organizing organization of the given event on the event data sheet.

We provide our data processing partners with the personal and registration data of the participants in the given event necessary for the organization of the event.

Our data processing partners process the data exclusively for the purpose and in the manner specified by DOG SHOW Kft.

At some of our events, our data processing partners use additional data processors, e.g. to make and edit video recordings, create personal commemorative videos, and deliver and store them to the data subjects. Detailed information about these is provided by our data processing partners.

Current list of our data processing partners (Organising associations):

https://nevezes.dogshow.hu/listing-partners

Location of our servers involved in data processing

The location of data processing of DOG SHOW Kft. is the Budapest Internet Exchange (1132 Budapest, Victor Hugo u. 18-22).

Our other websites are operated by IT Kraft Kft. (8000 Székesfehérvár, Bodrogi utca 48/1; tax number: 32080977-2-07).

List of contact details: https://itkraft.hu/

Data generated when visiting websites

Like all web servers on the Internet, our web servers automatically store certain data when you visit our websites, which may be considered personal data. When visiting nevezes.dogshow.hu and our other websites, the servers store the following general data in order to troubleshoot possible malfunctions, improve services and detect hacking attempts:

- time of visit,
- address of the page viewed,
- address of the referring page (from which the visitor came),
- the visitor's IP address,
- the visitor's browser header (so-called user agent), which contains the operating system and browser type and version number.

Data stored about entrants/participants

The listed data is used to identify entrants (e.g. to distinguish entrants with similar names), to maintain contact, to provide services (e.g. to send event-related notifications), to run the event (e.g. starting numbers, determining results, checking entries, troubleshooting), for financial summaries and for the marketing purposes detailed above. Data that is not absolutely necessary during registration or entry has been marked as optional.

- Basic data:
- Database identifier (entrant identifier, automatically generated),
- Name
- Language
- Registration type (private person / company)
- Email address (Email address used for login)
- Secondary E-mail address
- Telephone number
- Country
- Postal code
- Town
- Address (street, house number, floor, door)
- Mailing address
- MEOESZ federation card number + Proof of affiliation card number (file)
- Tax number (only for businesses)
- Bank name and BIC or SWIFT code
- IBAN prefix
- Account number

- Date of registration

Additional data recorded about entrants in the online entry system:

- encrypted password,
- when paying by card online, the transaction identifier, which is required for financial checks and problem solving.
- bank account number and account holder bank details (as required by the organizing organization)

Entry data related to individual events:

- Dog name
- Foot book number
- Chip number
- Breed
- Date of birth
- Sex
- Sire's name
- Sire's pedigree number
- Dam's name
- Dam's pedigree number
- Are the owner and breeder the same?
- Breeder's name
- Co-breeder's name
- Co-owner's name
- Co-owner's federation card number (file)
- First page of studbook/Pedigree (file)
- Second page of studbook/Pedigree (file)
- Working test certificate (file)
- Champion certificate (file)
- Junior Champion certificate (file)
- Entry class
- Entry date

Photo, audio and video recordings

Dog shows are public events during which the Organising association, invited press representatives and visitors may make photos and audio/video recordings of the event.

The recordings may be made:

- In photo format (digital or analog photographs)
- In video recording format (movie, live broadcast, social media content)
- In audio recording format (interviews, commentaries, background noise)

The recordings may be used:

- In the official communication of the Organising association (website, social media, press materials)
- In press and media appearances (TV, radio, online press, printed press)
- In the promotional materials of the Service Provider and the Organizing Organization
- For archival purposes (documentation of the event)

By submitting your entry, you expressly consent to the inclusion of you and your entered dog in the image and audio recordings made at the event, and these recordings will be used as described above.

This contribution is free of charge, non-exclusive, and the use is without temporal or territorial restrictions.

Registration for under 18s

Young people under 18 can only register for our events with parental supervision.

Data deletion

Based on the law, our customers can request the deletion of their personal data from our database and online registration system at any time.

Even after the withdrawal of consent, we may store the data that is necessary to fulfill our legal obligation or to enforce their vital interests. Our legal obligations include compliance with financial audits, which requires payment data stored in the database. Our legitimate interest is to preserve the integrity of the database. In this context, for technical reasons (due to the structure of the databases), we cannot delete data that is closely linked to other data (e.g. foreign keys). Our legal obligation, as well as our legitimate interest and our obligation to third parties, is to keep backup copies so that the database can be restored in the event of damage. Data cannot be deleted from backup copies, only from the live database. Backups are only accessible to the system administrator and are only used for recovery in the event of a system failure. We also have a legitimate interest in continuing to extract statistical data from our database, for example, the number and statistical composition of competition entrants should not change.

Based on this, we can only completely delete the data of customers who have never entered our Events, have not purchased any products or services from us, i.e. have only registered. For those who do not have any relevant data associated with them in the online entry system, we delete their data from the online database, but the necessary data will remain in our main database. Otherwise, we delete the customer's name, all contact details and address, related data, contact details provided during entries, as well as the last billing name and address, and any other data that may be stored, the retention of which is not necessary for the integrity of the database.

If the customer has their data deleted, they can register again and register for our events at a later date, but we cannot take into account their previous registrations.

Use of cookies on the website

This website uses so-called cookies. Cookies are small text data files that are stored on the hard drive of the customer's computer when they visit our website through their web browser. Cookies store certain information (such as individual page or language settings) that the customer's web browser - depending on the lifetime of the cookie - transmits to us when the customer visits our website again.

Strictly necessary, session cookies

These cookies are necessary for users to browse our website and use its functions, e.g., among other things, remembering the actions performed by the customer on specific pages during a visit. The validity period of these cookies only applies to the customer's current visit; this type of cookie is automatically deleted from your computer when the session ends or the browser is closed.

Without these cookies, we cannot guarantee the use of our website by our customers:

PHPSESSID: A cookie used to identify the session on the website (until the browser window is closed).

cookiebar: Records the setting for accepting cookies on our website (for 12 months).

Performance cookies

We use Google Analytics cookies to collect information about how our visitors use our website. These cookies cannot personally identify the customer (the IP address used is also only partially recorded), they collect information such as which page the visitor viewed, which part of the website the user clicked on, how many pages they visited, how long each session was viewed, what error messages were received - all with the aim of improving our website and improving the experience provided to users.

_ga: For more information about the cookies used by Google, please click here. (2 years)

_gid: For more information about the cookies used by Google, please click here. (24 hours)

_ga: For more information about the cookies used by Google, please click here. (2 years)

_gads: For more information about the cookies used by Google, please click here. (2 years)

Legal remedies

If you feel that DOG SHOW Kft. or one of its employees has violated your right to the protection of your personal data, please contact DOG SHOW Kft. at adatvedelem@dogshow.hu or via the contact details indicated in the introduction to this information, so that we can resolve the problem as soon as possible.

Contact

Our contact details can be found at the beginning of the information.

If you believe that DOG SHOW Kft. has not taken the appropriate steps regarding your problem, you have the option of contacting the court or the National Data Protection and Freedom of Information Authority.

Nemzeti Adatvédelmi és Információszabadság Hatóság

National Data Protection and Freedom of Information Authority

Postal address: 1534 Budapest P.O. Box: 834

Address: 1125 Budapest Szilágyi Erzsébet fasor 22/C.

Telephone: +36 (1) 391 1400

Fax: +36 (1) 391-1410

e-mail address: ugyfelszolgalat@naih.hu

Website: www.naih.hu

President: Dr. Péterfalvi Attila

Terms of DOG SHOW Kft.

The data controller reserves the right to change its data protection declaration if necessary. This may occur in cases where the scope of services is expanded, the technical system changes, or it is required by law. However, such a modification may not mean that the personal data is processed differently from the original purpose.

Please contact us if you have any questions/requests regarding data management/data protection: adatvedelem@dogshow.hu

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