

Date of publication: 8 January 2024

Version: 1.0

## PRIVACY NOTICE

The purpose of this Privacy Notice is to provide you with accurate and comprehensive information regarding the use of your personal data with respect to the online reputation management platform operated by MGMT Group Kft.

This Privacy Notice was prepared in view of the relevant laws and regulations, most notably:

- 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 (General Data Protection Regulation, “**GDPR**”);
- The Hungarian Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information;
- The Hungarian Act CVIII of 2001 on Electronic Commerce and on Information Society Services;
- The Hungarian Act C of 2003 on Electronic Communications.

### 1. DEFINITIONS

This list of definitions is aimed at helping you to better understand this Notice.

**Notice:** this Privacy Notice.

**Personal data:** any information relating to an identified or identifiable natural person such as a name, or contact data, based on which the given natural person can be directly or indirectly (that is, combined with other information) identified.

**Data subject:** you, as a natural person (regardless of whether you are acting on behalf of a company or as a sole entrepreneur) with respect to whom the Data Controller processes Personal data.

**Data Controller or “we”:** the entity determining the purposes and means of the Data processing. The controller of your Personal data is **MGMT Group Kft. (company registry number: 01-09-299789; registered seat: 1126 Budapest, Dolgos utca 2. 4. ép. Fsz. 1. ajtó).**

**Data processing:** any action performed on Personal data by the Data Controller, such as collection, storage, transmission, modification or erasure.

**Data Processor:** an entity which processes Personal data on our behalf, as per our instructions (see the list of Data Processors in Section 6.1).

**Recipient:** any third person (thus neither us nor you) to which we transfer Personal data or otherwise has access to the Personal data.

**Platform:** the online reputation management platform named operated by us.

**Profiling:** any form of automated processing of personal data consisting of the use of Personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's preferences, interests. We conduct profiling when we send you personalized direct marketing content based on your activity carried out on the Platform.

### 2. THE PLATFORM AND THE DATA CONTROLLER

The Data Controller is the operator of the Platform.

Registered seat and postal address: H-1126 Budapest, Dolgos utca 2., 4. ép. fszt. 1, Hungary

Company registration number: 01-09-299789

E-mail: [it@everguest.com](mailto:it@everguest.com)

The Platform is an online surface which is available to the Data Controller's contractual partners (hereinafter: "**Partners**"). The Platform has a reputation management function by which it collects guest reviews and ratings from the websites of the various online travel agencies relating to the Partner's accommodation services and provides the Partner with the option to respond to such reviews through the Platform. The Data Controller does not post or publish any communication or answers on the websites of the online travel agencies on behalf of its Partners.

Operating the Platform necessarily entails the processing of Personal data. You can find the detailed description of such data processing in Section 4.

### 3. **WHAT ARE THE PRINCIPLES OF OUR DATA PROCESSING?**

When processing your Personal data, we adhere to the following principles:

- we process your Personal data lawfully, fairly and in a transparent manner. This means that you will always be provided with all the relevant information that relates to how and why your Personal data is processed and what privacy-related rights you may exercise during the course of the Data processing.
- The Data processing will always have a valid, real and lawful purpose. We will never process your Personal data for non-disclosed or not sufficiently specific purposes.
- We do not collect or store any data that is not necessary for the purposes described in Section 4.
- We do not store your data indefinitely and the applicable data retention periods are communicated to you in a transparent manner. Once the given retention period is over, your data will be permanently erased.
- We do our best to ensure that your Personal data is kept accurate and up to date. For this purpose, we kindly ask you to inform us of any change in your Personal data that we process so that we can update the Personal data accordingly.
- We always take appropriate steps to ensure the safety of your Personal data and minimize the risk of unauthorized access, disclosure or any other event or data breach. To achieve this, we use up-to-date and risk-based IT systems, as well as reliable contractual partners with a solid market reputation.
- We know that first and foremost, you are the one who has the right to decide what happens to your Personal data. We examine and address any queries, requests or complaints you have in relation to the processing of your Personal data and within the statutory deadline. If we deem it necessary in light of your complaint or request, we will take the appropriate steps without any delay.

### 4. **HOW DO WE PROCESS YOUR PERSONAL DATA?**

In this Section we describe how your Personal data (as a sole-entrepreneur or legal person's appointed representative) is processed by us. This helps you understand what Personal data we process, why, on what legal grounds and for how long.

#### 4.1. ***CONTACT, SUPPORT AND LOGGING DURING THE USE OF THE PLATFORM (IN CASE OF CONTRACTUAL PARTNERS THAT ARE LEGAL PERSONS)***

##### **What Personal data do we process?**

Your contact data are needed in case you – as a user having administrative rights – want to register a legal entity represented by you to the Platform and, thus, you provide

- your business contact details (name, job title, contact data),
- the business data of the legal entity represented by you, and

- the access data (username and password) to the interface of the various online travel agencies used by the Partner.

*Your name, job title, contact data and the data of the legal entity represented by you (such as name, seat, characteristics, type, time-zone)* must be provided in any case during the registration, so that we can communicate with the legal entity represented by you in connection with the use of the Platform. *Data relating to the time-zone and language* are needed for us to be able to set up the parameters of the Platform for your use. The access data to the various online travel agencies' interface (*username, password*) are requested in order for us to be able to automatically log you in -via our Platform – into the administration interface of the online travel agencies' platforms reserved for accommodation service providers and to display the information available there on the Platform.

You have the option to subscribe and log in to the Platform using your existing Google account, in which case the name and e-mail address associated with your Google account will be processed.

We reserve the right to verify the data contained in the Company registry to check the appointed person's representation rights and to record the results of such verification.

By logging your activity, we record the various activities carried out by you on the Platform, such as the time when you logged in and out on the Platform and the declarations you made on behalf of the legal entity you represent.

We also record the content of your questions and complaints in connection with the use of and the services available on the Platform, as well as our answers provided.

If you, as a person having administrative rights, wish to add other persons with access right to the account of the legal entity you represent on the Platform, we will process the above mentioned Personal data of such persons for the purposes of determining the access rights.

### **Why do we process your Personal data?**

We process your Personal data for the following purposes:

- identifying you and communicating with the legal entity you represent and registered on the Platform, for the purposes of preparing and executing the contract between us and the legal entity;
- logging your activity carried out on the Platform for later traceability and recording evidence, and for securing the safe operation of the Platform;
- displaying the information available on the interface of the various online travel agencies, and automatically logging you in to such interfaces via the Platform;
- providing support and responding to queries raised in connection with the use of the Platform;
- to be able to defend our legal position or enforce our claims in the event of potential, future legal proceedings.

### **On what legal grounds do we process your Personal data?**

We process your Personal data on the grounds of our legitimate interest related to liaising with our Partners during the fulfilment of the contract, operating the Platform, providing the services available through the Platform and defending our legal position or enforcing our claims in potential legal disputes.

### **How long do we retain your Personal data?**

We process your Personal data:

- if you are acting as the contact person of our Partner, your personal data will be stored until the expiry of the civil law statutory limitation period (5 years) calculated from the

termination of the contract concluded by us and the legal entity you represent, apart from the situation when the legal entity you represent notifies us before the termination of the contract that another contact person has taken your place, and thus became the person having administrative rights, in which case the above limitation period starts on the date of receipt of such notification;

- the Personal data of other persons having access right added to the Platform will be stored until the withdrawal of such access right, but no later than the general civil law statutory limitation period (5 years);
- the access data to the online travel agencies' interface (username, password) will be processed until the termination of the legal entity's registration to such interface or – if it is an earlier date – until the termination of the contract entered into between us and our Partner;
- the activity data logged in the Platform will be stored until the end of the civil law statutory limitation period (5 years) calculated as of the logged activity, OR
- until you, as Data subject, object to the Data processing and our assessment finds no compelling cause that overrides your objection.

#### **4.2. *CONTACT, SUPPORT AND LOGGING DURING THE USE OF THE PLATFORM (IN CASE OF CONTRACTUAL PARTNERS THAT ARE SOLE-ENTREPRENEURS)***

##### **What Personal data do we process?**

If you register on the Platform as a sole entrepreneur, we will process the following personal data:

- name
- address of the seat,
- contact data used for business purposes,
- registration number, tax number,
- access data (username, password) to the various online travel agencies' interface used by you,
- data logged in the Platform during its use (e.g. date of registration to the Platform, time of login, activity carried out on the Platform, etc.),
- personal data included in the invoice issued by us regarding the Platform's usage fee.

We also record the content of your questions and complaints in connection with the use of and the services available on the Platform, as well as our answers provided.

You have the option to subscribe and log in to the Platform with your existing Google account, in which case the name and e-mail address associated with your Google account will be processed.

We reserve the right to verify the data contained in the official registry kept on sole-entrepreneurs in order to be able to identify you as a sole-entrepreneur and to record the results of such verification.

If you wish to add other persons with access right to your account on the Platform, we will process the above-mentioned Personal data of such persons for the purposes of determining their access rights.

##### **Why do we process your Personal data?**

We process your Personal data in order to:

- perform the contract concluded for the use of the Platform;
- identify you and communicate with you, as our Partner;

- log your activity carried out on the Platform for later traceability and recording evidence, and to secure the safe operation of the Platform;
- display the information available on the interface of the various online travel agencies, and to automatically log you in to such interfaces via the Platform;
- issue our invoices regarding the Platform's usage fee;
- provide support and answers the questions raised in connection with the use of the Platform;
- to be able to defend our legal position or enforce our claims in the event of potential, future legal proceedings.

### **On what legal grounds do we process your Personal data?**

If you register as a sole entrepreneur, you will be in a contractual relationship with us by accepting the Terms & Conditions of the Platform.

We process your Personal data as it is necessary for the performance of the contract concluded by and between you and us.

After the termination of the contract, we will process your Personal data on the grounds of our legitimate interest in being able to defend our legal position or enforce our legal claims arising in connection with our contractual relationship.

Your billing data used for invoicing will be processed in order to ensure our compliance with legal obligations to which we are subject under the statutory provisions of accounting and tax law.

If you have added other persons with access right to your account on the Platform, we will process the Personal data of such persons on the grounds of our legitimate interest related to the operation of the Platform, providing the services available through the Platform and defending our legal position or enforcing our claims in potential legal disputes arising in connection with the contract concluded with you, as our Partner.

### **How long do we store your Personal data?**

We process the Personal data during the following retention periods:

- as a main rule, we will retain all of your Personal data until the expiry of the civil law statutory limitation period (5 years), which is calculated from the termination of the contract between you and us;
- Personal data logged during your use of the Platform will be stored for the civil law statutory limitation period (5 years) from the date of the activity;
- the invoice issued on our fees (including the Personal data contained therein) will be stored for the period prescribed by the applicable provisions of accounting law (8 years) and the period provided for in the tax regulations (end of the calendar year in which the tax declaration is due + 5 years);
- we will store the access data (username, password) to the online travel agencies' interface for as long as your registration on such interfaces is maintained or, if earlier, until the termination of the contract between you as a Client and us;
- we will store the Personal data of other persons assigned to your account on the Platform as users until the termination of their user rights, but not longer than the general civil law statutory limitation period (5 years).

#### 4.3. **COMPLAINTS AND EXERCISING DATA SUBJECT RIGHTS**

##### **What Personal data do we process?**

Contact data (name, email address and phone number) and any Personal data that you or any other person having only access right provide to us in the exercise of your Data subject rights (e.g. to describe your complaint in detail).

**Please provide us with Personal data only to the extent necessary to process your request or complaint. Please do not provide us with data that falls within special categories of Personal data** (e.g. racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic or biometric data or data concerning health, sexual orientation or gender identity). If you consider it absolutely necessary to share special data, please include in your request/complaint your explicit consent to the processing of such special data (or, where the special data does not relate to you, the explicit consent of the Data subject concerned) so that we can lawfully process such Personal data.

##### **Why do we process your Personal data?**

We process Personal data for the purposes of ensuring the Data subject's rights as described in Section 8 and for the purpose of fully investigating complaints.

##### **On what legal grounds do we process your Personal data?**

We process the Personal data on the basis of our legitimate interest in fulfilling our obligation to ensure that you are able to exercise your Data subject rights under the GDPR.

##### **How long do we store your Personal data?**

We will process your Personal data:

- until the expiry of the civil law statutory limitation period (5 years), which starts as of the termination of the investigation of the complain; or
- until you, as Data subject object to the Data processing, and our assessment finds no compelling cause that overrides your objection.

#### 4.4. **MARKETING**

##### **What Personal data do we process?**

Your contact email address.

If you specifically consented to personalized direct marketing data processing, we'll also process your activity carried out on the Platform.

## **Why do we process your Personal data?**

The purpose of the data processing is to send you direct marketing materials including newsletters, information and offers regarding our services. If you specifically consented thereto, the content of such materials will be partially based on your activity carried out on the Platform.

## **On what legal grounds do we process your Personal data?**

Your explicit, voluntary and unambiguous consent, which you can provide with or without including marketing content personalization.

## **How long do we store your Personal data?**

Until the withdrawal of your consent.

## **5. HOW DO WE STORE YOUR PERSONAL DATA?**

Personal data is stored in a cloud infrastructure provided by a third-party service provider, Amazon Web Services EMEA SARL (registered seat: 38 Avenue John F. Kennedy, L-1855, Luxembourg).

If any system components operated by our service providers are located outside the European Economic Area (EEA), the transfer of Personal data outside the EEA will be subject to appropriate additional safeguards required by applicable law and we will only use Data Processors that provide such safeguards.

## **6. PARTIES INVOLVED IN THE DATA PROCESSING, RECIPIENTS:**

### **6.1. Data Processors**

- Amazon Web Services EMEA SARL (registered seat: 38 Avenue John F. Kennedy, L-1855, Luxembourg): provides and operates the underlying server of the Platform;
- OpenAI OpCo, LLC (registered seat: 3180 18th Street, San Francisco, California, USA): provides the generative artificial intelligence integrated into the Platform, which, performs analyses and generates responses when using the chat function;
- MongoDB Inc. (registered seat: 1633 Broadway, 38th Floor New York, NY10019 USA): provides database management services.

### **6.2. Data Controllers**

- Google Ireland Limited (registered seat: Gordon House, Barrow Street, Dublin 4, D04 E5W5, Ireland): in case you subscribe/sign in to the Platform with your Google Account. In case of subscribing/signing in with a Google Account, Google Ireland Limited collects Personal data in connection with its Google Sign-in services as an individual Data Controller. For more information: <https://policies.google.com/privacy?hl=en>;
- in the case of exercising legal claims or defending against legal claims, we might need to transfer your Personal data to our legal advisors. Our legal advisors are bound by professional confidentiality obligations derived from laws regulating the activity of attorneys at law;
- if a court procedure is initiated in relation to the contractual arrangements our Partner and us, your Personal data might be disclosed to the court and other participants of such procedure;
- upon the request of authorities or courts, we are obliged to provide the information requested, which may contain your Personal data. We cannot be held responsible for such data transfers and their consequences. You will be notified if such a transfer takes place, to the extent permitted by the applicable laws.

## 7. **PROFILING, AUTOMATED DECISION-MAKING**

- If you specifically consented to the receipt of personalized direct marketing content, we'll use the logged data of your activity carried out on the Platform when creating such content, in order to make it more relevant to you. In this sense, the analysis of your personal preferences, otherwise called profiling, takes place.

The results of such analysis will not be used for any purposes other than the one described in the previous paragraph. We also inform you that in the course of our data processing, no decision-making takes place that has an impact on you, is automated and is without human oversight.

## 8. **WHAT ARE YOUR RIGHTS WITH RESPECT TO THE DATA PROCESSING?**

You, as Data subject have various rights with regards to the processing of your Personal data. These are set forth in the GDPR and you can exercise them at any time by contacting us via the contact details set out in Section 2.

We will handle your request regarding the exercise of your rights under the GDPR only if we can clearly identify you based on your request. We will accept your request only if it is made in writing or submitted via e-mail from the e-mail address provided by you or by your organization to us. If you contact us in a different way and do not voluntarily identify yourself, we will not be able to send the information requested by you as we'll not know the e-mail address or postal address where such information should be sent to. This measure is aimed at the protection of your Personal data.

We kindly ask you to describe your request in a concise, clear manner in your own words. Once your request is received, we will examine it and take the necessary steps. We will respond to each request without any delay, but no later than 1 month as of the receipt of the request. The exercising of your rights is free of charge.

### 8.1. ***Right to access***

Right to access means that you are entitled to request information about our processing of your Personal data. You may request us at any time to inform you whether we process your Personal data and if yes

- what data we process about you,
- what is the purpose of our Data processing,
- to which recipients we disclose your Personal data,
- how long we retain your Personal data,
- what rights you have in relation to the Data processing, and
- whether we transfer your Personal data to any country or entity outside the European Economic Area (the European Economic Area means the countries of the European Union plus Iceland, Liechtenstein and Norway) and if we do, what additional guarantees we put in place to ensure the safety of your Personal data.

Additionally, you can request us to provide you with a copy of your Personal data processed by us. These copies will always be provided to you in the form of a pdf file, an email or in another form depending on the circumstances. We can only deny providing such a copy to you if this would have a negative impact on the rights and freedoms or violate the intellectual property or business secrets of others.

### 8.2. ***Right to rectification***

If you have a reason to believe that any of the Personal data we process about you is no longer correct you can request us at any time to correct or update the data in question and we kindly ask you to do so, so that our records always contain your up-to-date data. If feasible, we will also inform any Recipients of the change in your data so they can update their registries accordingly. Upon request, we will provide you a list of the Recipients to whom we communicated the change.



**If you are registered as a contact person of an organization, we kindly ask you to let us know if you are no longer associated with the organization. If possible, please also provide us with the new contact data we can use.**

### **8.3. *Right to erasure (“right to be forgotten”)***

As a Data subject, you have the right “to be forgotten”. This means that we will, without undue delay erase any or all of your Personal data, if at least one of the following criteria is met:

- we no longer need the data for any of the purposes specified in Section 4 above;
- we were processing your data on the basis of your explicit consent and you withdraw such consent;
- we were processing your data based on our legitimate interest and you object to such processing, provided that based on our assessment, there are no legitimate grounds that override your objection;
- despite our best efforts, for some reason the data is has been processed unlawfully;
- we must erase the data in compliance with a mandatory provision in the laws either of the European Union or Hungary;

If feasible, we will also inform any Recipients of the erasure of your Personal data. Upon request, we will provide you a list of the Recipients to whom we communicated the fact of erasure.

Please note that we are not required to delete your data if the Data processing is necessary for the establishment, exercise or defence of our legal claims, or we are required by EU or Hungarian law to store it.

### **8.4. *Right to restriction of Data processing***

As a Data subject, you may request restriction of Data processing if at least one of the following criteria is met:

- you contest the accuracy of the data – in this case, the restriction extends to the period while the Data Controller checks the accuracy of the data;
- despite our best efforts the Data processing was unlawful, however, instead of erasing your data, you request that its processing be restricted;
- we no longer need your Personal data for any of the purposes specified above, but the data is needed for the establishment, exercise or defence of our legal claims;
- you objected to the processing; in this case, the restriction remains in effect until we have assessed whether there are any legitimate grounds that override your objection.

When Data processing is restricted, we are permitted to store the Personal data, but we are not allowed to use it in any other way. Please note that the restriction of Data processing does not apply, if the Data processing is necessary for the establishment, exercise or defence of our legal claims or for the protection of the rights of another person.

**If you registered on behalf of a business organization, please consider that your Personal data is always processed as part of a business organisation profile registered on the Platform. Therefore, if you request the restriction of the processing of your Personal data, this might result in our inability to maintain contact with the organization on behalf of which your data was provided and we might not be able to fulfil our contractual obligations to your organisation.**

**We explicitly exclude any and all liability for the event when communication with your business organization or performing our obligations becomes impossible because you requested the restriction of the processing of your Personal data.**

### **8.5. *Right to object***

If the legal basis for the processing of your Personal data is our legitimate interest or that of a third party, you may object to the processing at any time. Upon objection, we will erase your Personal data, except if

- our Data processing is justified by legitimate and compelling causes that override your objection, or
- the Data processing is required for the establishment, enforcement or defence of our legal claims.

**If you registered on behalf of a business organization, please consider that your Personal data is always processed as part of a business organisation profile registered on the Platform. Therefore, if you object to the processing of your Personal data, this might result in our inability to maintain contact with the organization on behalf of which your data was provided and we might not be able to fulfil our contractual obligations to your organisation.**

**We explicitly exclude any and all liability for the event when communication with your business organization or performing our obligations becomes impossible because you objected to the processing of your Personal data.**

#### **8.6. *Right to data portability***

If the legal ground for data processing is a contract concluded between you and us, or your explicit consent, you may request that we provide you with your Personal data in a commonly used, machine-readable format (e.g. a pdf file or email) or that your Personal data be transferred directly to another data controller of your choice.

#### **8.7. *Right to lodge a complaint, right to an effective judicial remedy***

We hope that you will never have a reason to lodge any complaint against the processing of your Personal data by us.

Nevertheless, we inform you of your rights to effective legal remedy as follows.

If you believe that your Personal data is processed unlawfully, you may file a complaint with the competent data protection supervisory authority. In Hungary, this is the National Authority for Data Protection and Freedom of Information (in Hungarian: “*Nemzeti Adatvédelmi és Információszabadság Hatóság*”, “**NAIH**”).

Website: <http://naih.hu/>

Address: H-1055 Budapest, Falk Miksa utca 9-11., Hungary

Postal address: 1363 Budapest, Pf.:9.

Telephone: +36-1-391-1400

Fax: +36-1-391-1410

Email: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)

**If you live or work in a European Union Member State other than Hungary) you can also file a complaint with the competent authority of the country of your residence or workplace.**

You may also bring proceedings before a court if

- you believe your Personal data is processed unlawfully (you can go directly to court, there is no need for a preceding procedure by NAIH);
- NAIH made a binding decision that you wish to contest;
- NAIH fails to address your complaint or does respond to it within three months of receiving it (in the latter two cases, the proceedings must be brought against NAIH).

You can bring the proceedings at the regional court competent based on your domicile or habitual place of residence (depending on your choice). More detailed information on Hungarian courts is available here: <https://birosag.hu/en>

\* \* \*