

PRIVACY POLICY

regarding the data processing in connection to the website at <https://continentalmagazine.com>

The operator of the above website (hereinafter referred to as: **Website**), **Petőfi Kulturális Ügynökség Nonprofit Private Limited Company** (registered office: H-1117 Budapest, Garda utca 2., registered by the Metropolitan Court of Budapest as registrar, under company registration number 01-10-141338, tax ID number: 29229158-4-43, hereafter referred to as: **Service Provider/Company**) hereby informs Users regarding the data processing conducted in relation to the website of *The Continental Literary Magazine* (hereafter referred to as: **Magazine**), to the distribution of the Magazine by Service Provider, and to the activities conducted by the Service Provider pursuant to the regulations of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation, hereafter as: **GDPR**), and with Act CXII of 2011 on the right to information self-determination and the freedom on information (hereinafter as: Infotv.)

The present Privacy Policy pertains to the processing of personal data provided by the User to the Service Provider, moreover to any personal data that may be received by the Service Provider via their online platforms or by way of “cookies”.

I. Terms and definitions

For the purposes of the present Privacy Policy, the terms below shall mean the following:

- **Personal data:** any information relating to an identified or identifiable natural person (hereinafter referred to as: data subject); an identifiable person meaning one who can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification 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 person.;
- **Data processing:** any operation or set of operations performed upon personal data or sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- **Data controller:** the natural or legal person, government body, agency or any other organisation, which determines the purposes and means of the data processing either solely or jointly with others; if the purposes and means of the data processing is regulated by EU or state laws, such EU or state laws may set out the data processor to be appointed, or may set out the specific aspects per which the data processor is to be appointed;
- **Data processor:** the natural or legal person, government body, agency or any other organisation, which processes personal data on behalf of the data controller;

- **Data erasure:** the complete physical destruction of the media containing the data;
- **Data forwarding:** the making available of the data to a given third party;
- **Data deletion:** rendering the data incomprehensible in a way that allows for no reinstatement thereof;
- **User:** the person visiting, browsing the Website (Data subject);
- **Website:** the website operated by the Service Provider at <https://continentalmagazine.com>

II. General provisions

The Website may be accessed by anyone – without having to provide personal data – and anyone may freely gain information thereon without restriction.

Users may seek information on the Website regarding the of the Magazine, may purchase physical or digital copies thereof, may subscribe to the Magazine, and may elect to subscribe to a newsletter by way of a provided application form that may be completed by the Users' own volition.

Regarding any data processing that may occur on the Website, the Service Provider shall be deemed as data controller. Regarding the provision of the services available via the Website, the Service Provider shall also be deemed as the data controller.

Users are solely liable for the data handed over by them, for which Service Provider expressly denies any liability.

Service Provider is entitled to amend the present privacy policy unilaterally, at any time. Service Provider issues the amendments of the present privacy policy by publishing them on the Website, in a separate menu item. Users are kindly requested to carefully consult the privacy policy upon any visit to the Website.

The present privacy policy is continuously available on the Website. Users may open, view, print or save the present privacy policy, but may not amend or alter it, this is the sole prerogative of the Service Provider.

III. Categories of personal data processed by Service Provider, the purpose, legal basis, mode and timeframe of processing

The legal bases for data processing are the following:

- a) GDPR Article 6 (1) a), where the processing is based on the informed consent of the data subject (hereafter referred to as: Consent);

- b) GDPR Article 6 (1) b), where processing is necessary for the performance of a contract to which the data subject is party (hereafter referred to as: Conclusion of Contract)
- c) GDPR Article 6 (1) c) where data processing is necessary for the fulfilment of or compliance with a legal obligation of the data controller (e.g. obligations with tax statutes – hereafter referred to as: Compliance)
- d) GDPR Article 6 (1) d), where processing is necessary in order to protect the vital interests of the data subject or of another natural person (hereafter referred to as: Vital Interest);
- e) GDPR Article 6 (1) e), where processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller (hereafter referred to as: Public Interest);
- f) GDPR Article 6 (1) f) where data processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, (hereinafter referred to as: Lawful Interest)

1. Data processing regarding the Website

a) Processing of automatically collected data regarding the Website

Data subject	Data category	Data source	Purpose of data processing	Legal basis of data processing	Timeframe of processing, time of deletion
User visiting the Website	Country, type and version of browser, device and operating system used, language settings, time of visit	Data subject (User)	Statistics, Website development	GDPR Article 6 (1) f), necessary for the purposes of the legitimate interests pursued by the controller	2 years from time of visit
	Website visit statistics	Data subject (User)	Statistics, Website development	GDPR Article 6 (1) f), necessary for the purposes of the legitimate interests pursued by the controller	2 years from time of visit

Service Provider uses cookies and other various programs in order to develop the Website, to which end Service Provider creates anonymous statistics of the Website visits.

The above data processing is the lawful business interest of the Service Provider since this serves to enable the Service Provider to improve the Website and to make it more secure. The scope of the collected data is not significant, these are only collected and processed by the Service Provider, with Service Provider collecting no behavioural preferences, and conducting no automated decision making based thereon, with no personalised offer being sent by the Service Provider to Users based thereon. Concordantly, this data processing does not affect User's fundamental rights and freedoms adversely.

b) Newsletter service

We inform the Users that we send newsletters to persons having expressly subscribed to these newsletters. Users may subscribe to the newsletters on the Website by checking the appropriate checkbox and clicking the appropriate button.

Data subject	Data category	Data source	Purpose of data processing	Legal basis of data processing	Timeframe of processing, time of deletion
Newsletter subscriber	E-mail address	Data subject (User)	Sending of electronic direct marketing messages, newsletters	GDPR Article 6 (1) a): consent	Until revocation of consent

Subscribers to the newsletter may freely unsubscribe at any time by clicking the unsubscribe link found at the end of every newsletter. Service Provider will send no further newsletters to any persons that have unsubscribed from them. The revocation of consent shall not affect the lawfulness of the data processing conducted beforehand.

After having revoked consent, consent may be re-given at any time. Consent is not a prerequisite condition to the usage of any Service. E-mail address must be provided when giving consent, without which the giving of consent is not possible. Revocation of consent shall also require the provision of an e-mail address for the purposes of identification.

2. Data processing regarding the sales of the Magazine and subscriptions

Service Provider offers Users the opportunity to purchase physical and digital copies of the Magazine via the Website, moreover, to purchase subscriptions to the Magazine. In order to create, conclude and execute the sales contract made between Users and Service Provider regarding the above, the following personal information are required to be provided by Users.

Data subject	Data category	Data source	Purpose of data processing	Legal basis of data processing	Timeframe of processing, time of deletion
User visiting the Website	name	Data subject (User)	Concluding the contract Contact keeping Invoicing of contractual charges Claim enforcement	GDPR Article 6 (1) b), necessary for the conclusion of contract	If the data is necessary for the fulfilment of accounting obligations, retention period is 8 years. In any other case the data shall be stored for 5 years after the respective contract having been
	e-mail address	Data subject (User)	Concluding the contract Contact keeping Invoicing of contractual charges Claim enforcement	GDPR Article 6 (1) b), necessary for the conclusion of contract	

	User's declaration of them being of age	Data subject (User)	Concluding the contract Claim enforcement	GDPR Article 6 (1) b), necessary for the conclusion of contract	expired (general term of statute of limitation).
	Billing address	Data subject (User)	Concluding the contract Invoicing of contractual charges Claim enforcement	GDPR Article 6 (1) b), necessary for the conclusion of contract	
	Shipping address (in case of physical copies being purchased)	Data subject (User)	Concluding the contract Invoicing of contractual charges Claim enforcement	GDPR Article 6 (1) b), necessary for the conclusion of contract	

IV. Data controller and data processors

Regarding the data specified under point III, the data controller is the Service Provider:

Petőfi Kulturális Ügynökség Nonprofit Private Limited Company

Registered office: H-1117 Budapest, Garda utca 2.

Registrar: Metropolitan Court of Budapest

Company reg. no.: 01-10-141338

Tax ID no.: 29229158-2-43

E-mail address: hello@continentalmagazine.com

On behalf of the Service Provider, the data of the User may be accessed by the employees of service provider to the extent that is necessary for the carrying out of their tasks. Access rights to personal data are regulated in a strict internal policy.

Data processors

Service Provider engages various enterprises for the processing and storing of User's data, with whom Service Provider concludes data processing agreements. The following data processors conduct data processing regarding the User's data:

Name and address of data processor	Purpose of data processing	Categories of processed data
TIGRA Computer - és Irodatechnikai Korlátolt Felelősségű Társaság (1118 Budapest, Budaörsi út 64., company reg. no.: 01-09-566107)	Hosting service	Data specified under point III.
KBOSS.hu Kft. (H-1031 Budapest, Záhony u. 7., company reg. no.: 01-09-303201)	Invoicing	Data specified under point III.2.

Data forwarding

In order to facilitate secure payment between Users and the Service Provider, Service Provider forwards the necessary details of the order (order no., fee amount) to a third-party payment provider, the operator of Simplepay (OTP Mobil Kft., H-1143 Budapest, Hungária krt. 17-19., company reg. no.: 01-09-174466). This is done solely in order to conclude the contract between Users and the Service Provider.

The Service Provider is obligated to hand over personal data in their possession and lawful storage to the competent authorities upon their request, or where Service Provider is compelled to by applicable law or a final authority decision. For any such data forwarding, and for any consequences thereto, the Service Provider may not be held liable.

Automated decision-making, profiling

Service Provider does not conduct automated decision-making or profiling regarding the data processed per the present Privacy Policy.

V. Data privacy directives observed by Service Provider

The Service Provider respects the legally protected rights of their Users and of those who visit the online interfaces operated by them.

The personal data that is directly necessary for the usage of the services of the Service Provider is processed by the Service Provider per the consent of the data subjects, and strictly for the purposes pertaining thereto. The Service Provider uses the personal data of the Users specified under point III hereto only per the means and purposes set out in the present Privacy Policy.

The Service Provider as data controller undertakes to process the data in their possession per the provisions of the GDPR, of the Infotv. and other relevant legal regulations, and the regulations of the present Privacy Policy, and to refrain from making them available to any third parties not including those specified in the present Privacy Policy. The use of statistical compilations of data that do not contain the names or identifying data of Users in any way serve as an exception to the present point, as these do not constitute data processing, nor data forwarding.

The Service Provider shall, in certain situations – e.g. official court or police inquiries, legal procedures regarding copyright, property or other disputes or the suspicion thereof concerning infringements upon the lawful interest of the Service Provider, the endangerment of their provision of services, as well as per court or authority warrants –, as well as based on the User's prior express consent, make User's data available to third parties.

The Service Provider shall make every reasonable effort to ensure that the processing and management of the Users' data is given the protection set out by applicable law.

VI. Protection of personal data

The Service Provider complies with their obligations deriving from the applicable privacy regulations by:

- safely storing and deleting them;
- not collecting or storing excess amounts of data;
- protecting personal data from loss, violation, unauthorised access or publication, as well as ensuring that adequate technical measures are in place, protecting personal data.

The Service Provider carries out adequate technical and organisational measures in order to protect the Users' personal data from accidental or unlawful destruction, loss or modification, as well as unlawful communication or access – especially where network communication thereof is a part of the processing –, and to protect data from any unlawful form of processing.

Accordingly, the Service Provider enforces various levels of access rights over the data, which ensures that the data are only accessed by persons having adequate clearance, who are required to access the data in order to carry out their job or to fulfil their related obligations.

VII. Rights of the User

Pursuant to the data protection legislation in place, the data subject is entitled to:

- a) request access to their personal data,
- b) request corrections regarding their personal data,
- c) request deletion of their personal data,
- d) request the restriction of their personal data,
- e) object to the processing of their personal data,
- f) request the porting of their personal data,
- g) revoke their consent regarding data processing
- h) file a complaint regarding any grievances.

a) Right of access

The data subject is entitled to receive feedback from the data controller on whether their personal data is being processed or not, and if so, to request access to their personal data.

The data subject is entitled to request copies of their personal data being processed. For the purposes of identification, the data controller may request additional information from the subject, and – with the exception of the first copy being handed out – to charge any warranted administrative fees that further copies may entail.

b) Right of correction

The data subject is entitled to request any of their erroneous personal data to be rectified by the data controller. Based on the given data processing purpose, the data subject may be entitled to request incomplete personal data to be amended.

c) Right of deletion („right to be forgotten”)

The data subject is entitled to request the data controller to delete their personal data, and the data controller shall delete these. In any such case, the data controller will not be able to provide any further services to the User.

d) Right of restriction

The data subject is entitled to request the restriction of their personal data. In this case, the data controller shall mark the affected personal data, which shall only be processed for certain specific purposes.

e) Right to objection

The data subject is entitled to object at any time, for any reasons of their own, to the processing of their personal data per Article 6 (1) e) or f) of the general data protection regulation, including the profiling based on said regulations, and to request that the data controller no longer process their personal data.

Moreover, where the User's data is processed by the Service Provider per lawful interest, User is entitled to object to their data being processed per this basis.

Additionally, User is entitled to request human intervention in specific cases of automated decision making. We inform Users that data controller employs no automated decision-making mechanisms.

f) Right to data portability

The data subject is entitled to request that their given personal data be provided to them in an articulated, widely recognised, computer readable format (i.e. digital format) from the data processor, and is entitled moreover – where technically possible – to request these data to be forwarded to another data controller without the Service Provider hindering this.

g) Right to revoke consent

Where the processing of User's personal data is conducted per their consent, User may revoke their consent at any time via the link found in newsletters, or by changing their website-profile or mobile device settings. Revocation of consent does not affect the legality of consent-based data processing conducted prior to the revocation of consent.

If User revokes their consent given to the Service Provider, the services provided by the Service Provider may partially or wholly be unavailable to be provided.

h) Right to file a complaint with the supervisory authority

If the User believes that their personal data have been infringed upon, they may file a complaint with the local data privacy supervisory authority, primarily per their residence, their place of work or in the member state where the purported breach had taken place.

In Hungary, they may also turn to the National Authority for Data Protection and Freedom of Information: H-1055, Hungary, Budapest, Falk Miksa utca 9-11.; telephone: +36-1 391-1400; telefax: +36-1 391-1410; e-mail: ugyfelszolgalat@naih.hu).

VIII. Contact keeping

Should the User wish to exercise their data privacy rights or to lodge a complaint, they may contact the Service Provider's appointed colleague via an e-mail sent to the e-mail address below. Moreover, User may seek out the Service Provider by way of mail sent to the postal address below.

E-mail: hello@continentalmagazine.com

Postal address: H-1117 Budapest, Garda utca 2.

IX. Miscellaneous provisions

In case of any data privacy incidents, the Service Provider shall notify the supervising authority per the applicable legal regulations, within 72 hours from having gained knowledge of the incident; and shall keep records thereof. The Service Provider shall notify Users thereof in cases specified by law.

The data processor shall regularly check their online platforms and the information published thereon and shall make every reasonable effort to ensure the information thereon are current and factual. However, User may find information on these online platforms that are out of date. The Service Provider accepts no material liability for this information.

Visitors of the Service Provider's online platforms and Users may visit other websites from the Service Provider's online platforms that are not operated by the Service Provider. The Service Provider accepts no liability regarding the correctness of data found thereon, the contents of these pages, and for the security of any data provided there by visitors of the Service Provider's online platforms and Users. Thus, when using these websites, please take special care in consulting the privacy policies of the respective operating companies found thereon.

The present Privacy Policy shall enter into force on the 21st of November 2022.

