

The GDPR  
in accordance with its provisions  
Privacy policy  
Valid from 25 May, 2018

## 1. Scope of the Privacy Policy

1.1. This privacy policy is published on the website operating under the domain name <http://www.koreaifilm.hu> (hereinafter: the website) of the Embassy of the Republic of Korea, Cultural Center (Headquarter: H-1023 Budapest, Frankel Leó út 30-34., Tax number: 30536685 -1-51) Contains the rules for personal data management during the User's use of the services provided by the Data Controller (hereinafter: Data Controller). By actively using the services provided on the website, the User acknowledges that this data protection policy is binding on him/herself: by applying for movies, the submission of the form is preceded by the ticking of the "I accept the GDPR compliant data protection policy" check box.

1.2. These regulations are in accordance with Regulation 2016/679 of the European Parliament and of the Council ("General Data Protection Regulation" or "GDPR"), CXII of 2011 on the right to informational self-determination and freedom of information. Act ("Infotv"), Act V of 2013 on the Civil Code ("Ptk"), and Act XLVIII of 2008 on the basic conditions and certain limitations of economic advertising. Act ("Grtv") Act CVIII of 2001 on certain issues of electronic commercial services and services related to the information society. Act, as well as the provisions of Act C of 2000 on accounting (regarding the issuance and preservation of receipts) are taken into account at the same time. The regulations necessarily state that, in addition to maintaining the general principles, the records (data) and documents to be kept for the period specified by the individual sectoral legislation may logically and necessarily contain personal data, the storage of which for the period specified by the legislation may not infringe the rights of the persons.

1.3. The Data Controller reserves the right to amend the data protection policy. The data protection policy can only be amended within the framework of the data protection legal provisions, with content corresponding to them. The Data Controller is obliged to publish the amended data protection policy on its website in the same way as the previous one. The amendment shall enter into force on the day following its publication. In case of any modification, 1.1. according to the provisions of point

## 1.4. Concept definitions

1.4.1 Data file: the totality of the data managed in a register

1.4.2 Data management: regardless of the procedure used, any operation or set of operations performed on Personal Data, in particular the collection, recording, organization, segmentation, storage, transformation, change, use, query, access, use, communication, transmission of Personal Data, distribution or otherwise making available, disclosure, alignment or linking, restriction, deletion and destruction.

1.4.3 Data Controller: who determines the purposes and means of Data Management - independently or together with others. In the case of the Services referred to in these Regulations, the Korean Cultural Center is considered the Data Controller.

1.4.4 Personal data: any data or information on the basis of which a natural person User can be identified - indirectly or directly.

1.4.5 Data processor: the service provider who manages personal data on behalf of the Data Controller. Currently, the Data Controller has a contractual relationship with the following Data Processors: 2

Company name: Domain Regisztráció Számítástechnikai Szolgáltató Kft.

Tax number: 14035971-2-42

Company registration number: 01-09-903212

Phone: +36 20 999 9771,

Email: [info@domainregisztraciokft.hu](mailto:info@domainregisztraciokft.hu)

Company name: VNDesign Technology Kft.

Tax number: 24818186-2-43

Company registration number: 01-09-183958

Phone: +36 30 976 7168

Email: [hello@vndesign.hu](mailto:hello@vndesign.hu)

1.4.6 Service(s): the services provided by the Data Controller, which are provided by the Data Controller as available services for Users as customers, and in the scope of which data management is carried out.

1.4.7 User: the natural person who uses any of the Services of the Data Controller or contacts the Data Controller for the purpose of possibly using the Service, and in this context provides at least one of the following 1.5. personal data listed in point

1.4.8 Website: website operated by the Data Controller: <http://www.koreaifilm.hu/>.

1.4.9 Data file: the totality of the data managed in one register

1.4.10 Data destruction: complete physical destruction of the data carrier containing the data;

1.4.11. Data transfer: if the data is made available to a specific third party;

1.4.12 Disclosure: if the data is made available to anyone;

1.4.13 Data deletion: making data unrecognizable in such a way that their recovery is not possible;

1.5 Scope of processed personal data

1.5.1 The Data Controller may process personal data in connection with the use of the Services and in the event of a contract.

1.5.2 The Data Controller processes the personal data provided by the User (name, e-mail address, other personal data provided by the User) for the purpose of registering for a film, if the User enters the request form on the website [www.koreaifilm.hu](http://www.koreaifilm.hu) contact with the Data Controller.

1.5.3 If the User sends an e-mail or makes a phone call to the e-mail address or telephone number indicated on the website [www.koreaifilm.hu](http://www.koreaifilm.hu) in order to use a Service, the Data Controller records the User's e-mail address and/or telephone number, and the service manages it to the extent and for the duration necessary to provide it.

## 1.6 Scope of additional data managed by the Data Controller

In order to provide customized service, the Data Controller may send a specialized data package (so-called "cookie") to the User's computer. By using cookies, the Data Controller can manage the following Personal data: demographic data, as well as typical interests, habits, and preferences based on the parameters specified by the user, which are based on the browsing history. The purpose of using the cookie is to ensure the highest possible level of operation of the given page and personalized services, as well as to increase the user experience. The User can delete the cookie from his own computer, or set and configure his device in such a way as to automatically prohibit the use of cookies. By prohibiting the use of cookies, the User acknowledges that without cookies the operation of the given page is not complete, and the use of certain services may be limited or hindered.

## 2. Purpose and scope of data management

2.1. During the services provided by the Data Controller, the Data Controller who does not use a data processor for data management is deemed to be the Data Controller in terms of data management concerning the User's personal data. The Data Controller performs data management with its own technical devices. The purpose of data management is to maintain contact with the customer and conclude a contract.

2.2. In case of data management based on consent, data management is always carried out on the basis of the voluntary, conscious and informed consent of the User, free of influence, exclusively for the purpose defined in this data protection policy, to the extent and for the time absolutely necessary to achieve the purpose, in a manner suitable for achieving the purpose, in accordance with the legal provisions on data protection appropriately.

2.3. If the User contacts the Data Controller via the e-mail address or telephone number or form available on the Data Controller's website, the Data Controller records the User's e-mail address and/or phone number and processes it to the extent and for the duration necessary to provide the service. By contacting the User, the Data Controller considers consent to the processing of the User's personal data to be given.

2.4. The legal basis for the processing of personal data during the conclusion of a contract with the Data Controller is that the data processing is necessary for the performance of a contract to which the data subject is a party, or it is necessary for taking steps at the request of the data subject prior to the conclusion of the contract.

2.5. The data management purpose:

The Data Controller uses the data to provide Services and to fulfill legal obligations, so in particular for the following purposes: ▪ maintaining contact, the primary purpose of which is to provide the Users with adequate information, to respond to messages sent by the User; ▪ fulfillment of tax declaration and receipt retention obligations.

The Data Controller keeps the personal data for as long as is absolutely necessary to achieve the goal, or for as long as it is obliged to do so based on legal requirements. The data must be deleted at the

user's request, or after the contract has not been concluded, the contract has been terminated and fulfilled, if the processing of the data is no longer necessary in order to enforce the claim arising from the contract, or the Data Controller has voluntarily renounced the purpose of data management.

2.6. The Data Controller does not manage any other data beyond the data related to the use of the Service it provides. If it handles other data for the purposes of increasing the efficiency of its service, delivering electronic advertisements or other addressed content to the user, market research and statistics, it will handle them - only after the prior determination of the data management purpose - after the User has been informed in this regard and on the basis of his express consent.

2.7. During the use of certain services provided on the website, the communications of the Users may contain personal data relating to the User, other Users or other third parties, which are thus managed by the Data Controller. The personal data managed by the Data Controller in this way is managed by the Data Controller for the purpose resulting from the function of the given service for the duration of the provision of the service.

### 3. Data transfer

3.1. Personal data managed by the Data Controller may only be forwarded to third parties with the prior consent of the User, subject to prior notification of the purpose of the data transfer.

#### 3.2. Data processing

The Data Controller uses the Data Processors named in these Regulations to carry out its activities. The Data Processors do not make independent decisions, they are only entitled to act according to the contract concluded with the Data Controller and the instructions received. The Data Controller continuously monitors the activities of the Data Processors and the protection of personal data. The Data Processors are only entitled to use other data processors or engage subcontractors with the consent of the Data Controller.

### 4. Data security

4.1. The Data Controller will do everything possible to prevent and prevent unauthorized persons from learning about or accessing the personal data they manage. To ensure this, the Data Controller uses technical and IT tools and solutions that comply with industry standards, and also takes appropriate measures. In doing so, the Data Controller pays particular attention to the fact that the services provided on the website can be used via an open access Internet network, which requires enhanced security measures.

4.2. Although the Data Controller takes all the necessary measures to ensure the security of the data, given the rapid development and change of information communication technology and the fact that dangers arising from the characteristics of IT cannot be completely ruled out in advance, it is possible that a third party, unknown to the Data Controller, engages in illegal activities despite the security measures applied by the Data Controller, accesses personal data managed by the Data Controller, investigates them, or otherwise abuses them. The Data Controller assumes no responsibility for damages resulting from this illegal activity and for the misuse of personal data obtained in this way by a third party.

### 5. Duration of data management by the Data Controller

5.1. If a contract is not concluded between the Data Controller and the User after the contact, the Data Controller will manage the personal data until the date of termination of the contract.

5.2. If a contract is established between the Data Controller and the User after the contact, the Data Controller manages the data as long as a claim can be asserted in connection with the contract (based on the general statute of limitations according to the Civil Code), or as long as it is obliged to do so by law.

5.3. If personal data is ordered to be deleted by a court or a competent authority, the Data Controller shall implement it as soon as possible after receiving it. In other respects, the Data Controller will not delete Personal Data until the time that the data management purpose or the legal obligation that precluded the deletion of the Personal Data exists.

## 6. Rights of data subjects related to data management

6.1. The User is entitled at any time to find out which personal data the Data Controller processes for which purpose, and which personal data the Data Controller has forwarded to a third party for which purpose. The User may request the correction of his personal data or its deletion in accordance with the provisions of this data protection policy. The User can request information by sending an e-mail to [koreaikultura@koreaikultura.hu](mailto:koreaikultura@koreaikultura.hu).

6.2. The request for information sent by letter is considered verified by the Data Controller if, based on the request, the requester can be clearly and unambiguously identified. The Data Controller reserves the right to request other identification data from the applicant in case of doubt before fulfilling the request for information.

6.3. The request for information may cover the applicant's data managed by the Data Controller, their source, the legal basis, purposes and duration of the data management, the name and address of any data processors, the activities related to the data management, and if personal data has been forwarded, who received it and for what purpose or receive your data.

6.4. The Data Controller is obliged to provide the information in writing, in an understandable form, as soon as possible, but no later than 25 days after the submission of the User's request for information.

6.5. The User may request the correction, correction or modification of his personal data managed by the Data Controller. Taking into account the purpose of data management, the User may request the completion of incomplete personal data. Once a request to modify personal data has been fulfilled, the previous data cannot be restored.

6.6. The User may request the deletion of his Personal Data managed by the Data Controller. Deletion can be refused on the grounds of statutory authority, for the purpose of exercising the right to freedom of expression and information. In each case, the Data Controller informs the User of the refusal of the deletion request by specifying the reason for the refusal. Once a request to delete personal data has been fulfilled, the previous data cannot be restored. The emails sent by the Data Controller can be unsubscribed via the unsubscribe link in them. In the case of unsubscribing, the data controller deletes the User's personal data in the newsletter database.

6.7. The User may also request that the processing of his personal data be limited by the Data Controller if the User disputes the accuracy of the processed personal data. In this case, the limitation applies to the period that allows the Data Controller to verify the accuracy of the Personal Data. The Data Controller shall mark the personal data it manages if the User disputes its correctness or accuracy, but the incorrectness or inaccuracy of the disputed personal data cannot be clearly established. The User may request that the processing of his personal data be restricted by the Data Controller even if

the data processing is illegal, but the User opposes the deletion of the processed personal data and instead requests the restriction of their use.

6.8. The User may request that the Data Controller hand over the Personal Data provided by the User and processed by the User in an automated manner in a segmented, widely used, machine-readable format and/or forward them to another data controller.

6.9. The User may object to the processing of his Personal Data if the processing of Personal Data is necessary solely for the fulfillment of the relevant legal obligation of the Data Controller or for the enforcement of the legitimate interests of the Data Controller, the Data Controller of a Service or a third party, if the purpose of the data processing is public opinion research, direct business acquisition, or scientific research; or if the data is processed for reasons of public interest. The Data Controller examines the legality of the User's protest, and if it determines that the protest is well-founded, it terminates the data management and locks the processed Personal Data, and also notifies all those to whom the Personal Data affected by the protest were previously transmitted about the protest and the measures taken based on it.

6.10. The information contained in point 6.1 2 is free of charge if the information requester has not yet submitted an information request for the same area to the Data Controller in the current year. In other cases, reimbursement may be established. The compensation already paid must be refunded if the data was handled unlawfully or the request for information led to a correction.

6.11. In addition to the above information, the Data Controller ensures that the User can find out at any time before and during the use of the service which types of data the Data Controller processes for which data management purposes.

6.12. The User can file a complaint about data management directly with the National Data Protection and Freedom of Information Authority (Address: H-1125 Budapest, Szilágyi Erzsébet fasor 22/c.; telephone: +36-1-391-1400; e-mail: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu); website: [www.naih.hu](http://www.naih.hu)).

6.13. In the event of a violation of the User's rights, he may go to court. In the case of claims for non-property sanctions, the adjudication of the lawsuit falls under the competence of the tribunal, and the adjudication of damages and claims arising from the violation of personal rights exclusively under the jurisdiction of the district court. Upon request, the Data Controller informs the User about the possibility and means of legal redress.

6.14. In matters not mentioned in this data protection policy, the Regulation 2016/679 of the European Parliament and the Council ("General Data Protection Regulation" or "GDPR") and CXII of 2011 on the right to informational self-determination and freedom of information. The provisions contained in the Act ("Infotv") are governing.

Budapest, May 25, 2018.