

PRIVACY NOTICE

I. INTRODUCTION OF DATA CONTROLLER

In order to ensure the legality of its internal data protection processes and data subjects' rights, **Obuda University** (hereinafter: University, Controller, Data Controller or "We") issues the following privacy notice.

Name of Data controller:	Obuda University
Institutional identification nr.:	FI12904
Registered seat:	1034 Budapest, Bécsi út 96/B.
Electronic address:	jog@uni-obuda.hu
Representative:	Prof. Dr. Levente Kovács rector
Data protection officer (DPO):	Bovard Kft. (info@bovard.hu)

As specified in Act CCIV of 2011 on national higher education (hereinafter: Nftv.), the Controller is an organization established for pursuing the core businesses of education, scientific research, and artistic activity – hereinafter jointly: higher education tasks –, which processes personal data required for performing this public task in the course of its operations by law.

The University processes personal data in compliance with applicable law, in particular the following:

- Act CXII of 2011 on informational self-determination and freedom of information (hereinafter: Infotv.);
- 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, and repealing Directive 95/46/EC (hereinafter: Regulation or GDPR).

The Data Controller keeps personal data confidential and employs technical and organizational measures relating to the storage of processing of said data in order to ensure its safety.

Definitions

The conceptual structure of this information coincides with the interpretative definitions specified in Article 4 of the Regulation, supplemented at some points by the interpretative provisions of Infotv. Section 3.

When this information sets out provisions on data or data processing, they should be interpreted as personal data and the processing thereof.

II. PURPOSES OF DATA PROCESSING

The University in collaboration with Oxford i-Publishing, an independent publishing and conference-organizing enterprise, is organizing an international conference on generative artificial intelligence titled **"International Conference and Summer Institute on GenAI Literacy"** (hereinafter: **ICGAL** or **the Conference**). The aim of the Conference is to create a multidisciplinary forum to discuss the role of generative AI in education, information science, health sciences, and business areas. The Conference will be held in a hybrid format, offering both

in-person attendance and online participation. The organizers of ICGAL are also offering various workshops and presentations for those interested. The Conference will take place between 10–13 June 2025 at the University's headquarters (1034 Budapest, Bécsi út 96/B).

1. Registration for the Conference and its organisation

Participation in the Conference is subject to prior registration, as the University can only accommodate a limited number of attendees. Registration and collection of registration fees are managed by Oxford i-Publishing, which provides the University with the final list of attendees and their institutional or organizational affiliations.

In addition, the University independently organizes workshops within the framework of ICGAL, for which separate registration is required. Registration for these workshops is managed solely by the University and requires the completion of a Microsoft Forms application form.

To monitor participation, the University keeps attendance sheets for both the Conference and the workshops, which include the names of the participants.

Some sessions of the Conference are available online. For online participation, the University uses the Microsoft Teams platform.

The purpose of data processing

The purpose of data processing is to identify registrants and to facilitate the organisation of the Conference. It also serves to identify individuals who register for specific workshops.

The personal data provided during registration are processed by the University to identify participants. In addition, contact details are processed to allow the University to reach out in case of unforeseen events, important changes regarding the Conference, or other necessary and justified reasons.

Processed personal data and the legal basis of the data processing

In relation to the registration for the Conference and its organisation, Oxford i-Publishing shares the following personal data with the University:

- a) the participant's name,
- b) affiliation with an institution or organization,
- c) field of expertise, and
- d) email address.

In connection with organizing workshops, the University, as Data Controller, collects the following data directly from participants:

- a) name,
- b) email address,
- c) name of the institution/organization from which the participant is attending ICGAL,
- d) information about the subjects the participant teaches (field of expertise),
- e) the country of origin, and
- f) indication of which workshop(s) the participant intends to attend.

On the attendance sheets at the location of the Conference and the workshops, only the participants' names are recorded.

For online participation, the University may also gain access to the username and profile picture set by the participant in Microsoft Teams.

The legal basis for processing is the performance of a task carried out in the public interest by the University, which in this case is specifically the promotion of its activities and the enhancement of its reputation through organizing an international conference, in accordance with Article 6(1)(e) of the GDPR.

The source of personal data

For the workshop registration: the data subject.

For the registration for the Conference: Oxford i-Publishing, acting as an independent data controller.

Access to personal data

The personal data of the data subject may only be known by the employees of the Data Controller, in order to perform their duties laid out in their job descriptions.

The University will use Microsoft Forms for workshop registration and Microsoft Teams for online participation in some of the Conference programmes. Both applications are operated by Microsoft Corporation. The general privacy notice of Microsoft Corporation is available at <https://www.microsoft.com/en-gb/privacy/privacystatement#mainteamsmodule>.

As a data processor, Microsoft Corporation processes the data exclusively for the purposes defined by the Data Controller and in accordance with the Data Controller's instructions. The data processor has no independent decision-making authority regarding the processing of personal data. The processor is bound by confidentiality obligations and contractual safeguards concerning the protection of personal data obtained in the course of performing its duties.

Transfer of personal data to a third country or international organization

The Data Controller does not transfer any personal data of the subject to a third country or international organization.

Time period of processing personal data

The Data Controller processes personal data until the conclusion of the Conference.

Automated decision making and profiling

No automated decision making and profiling is taking place during the data processing.

Provision of personal data

Provision of personal data is voluntary, but it is a condition for successful registration and participation in the Conference.

2. Taking photos and videos of the Conference and their use to present and promote the ICGAL and the University

Photographs and videos of Conference will be taken and used to present and promote the Conference and the University.

Photographs and videos may be published on the following online platforms for the above purposes:

1. The photographs and videos will be used on the University's website (<http://uni-obuda.hu/>) and on its subpages;
2. The University's official Facebook page at https://www.facebook.com/ObudaiEgyetem/?locale=hu_HU and any other Facebook pages related to the University,
3. The University's LinkedIn page at <https://hu.linkedin.com/school/obuda-university/>,
4. The Conference's own subpage available at <https://stem.uni-obuda.hu/icgal-2025-nemzetkozi-konferencia-a-generativ-mi-rol-az-obudai-egyetemen/>,
5. And the online platforms of the projects being presented.

The purpose of data processing

The purpose of data processing is to present and to promote the Conference and the University.

Processed personal data and the legal basis of the data processing

The Data Controller processes photographs and video recordings of participants made at the Conference.

The processing of personal data is necessary for the performance of a public task carried out by the University, which in this case is the presentation and promotion of the University's activities, including the Conference. Thus, its legal basis is Article 6(1)(e) of the Regulation.

The University draws attention in the information notices published in advance for the Conference to the fact that photographs and videos will be taken during the Conference and will be used as specified in this point.

The source of personal data

The photographs and videos will be taken by the staff of the University.

Access to personal data

The personal data of the data subject may only be known by the employees of the Data Controller, in order to perform their duties laid out in their job descriptions.

The University will forward the recordings made during the Conference to Oxford i-Publishing, which may use (publish) them acting as an independent data controller.

For the Facebook social networking sites, the General Privacy Policy of Meta Platforms Ireland Ltd, is available at <https://www.facebook.com/privacy/policy/>. In case of privacy issues, you can

contact the Data Protection Officer of Meta Platforms Ireland Ltd. at <https://www.facebook.com/help/contact/540977946302970>.

LinkedIn Ireland's general privacy policy is available at <https://www.linkedin.com/legal/privacy-policy?src=li-other&veh=www.linkedin.com#use>.

Transfer of personal data to a third country or international organization

The Data controller does not transfer any personal data of the subject to a third country or international organization, but due to the borderless nature of the Internet, once uploaded, the uploaded images and videos can be accessed by anyone, regardless of their geographical location. The University has no control over the use to which the images posted on the Internet may be put by those who view them, and assumes no responsibility for this.

Time period of processing personal data

Once published, the University will not delete the photographs and videos from the above-mentioned sites, except at the express request of the data subject or in the event of an objection to the processing.

Automated decision making and profiling

No automated decision making and profiling is taking place during the data processing.

III. THE RIGHTS OF THE DATA SUBJECT

Right to be informed

The data subject has the right to be informed with regard to the data processing, which right is observed by the Data Controller by providing this privacy notice.

Right of access by the data subject

The data subjects shall have the right to obtain from the Data Controller confirmation as to whether or not personal data concerning them are being processed, and, where that is the case, access to the personal data and the following information:

- a) the purposes of the processing;
- b) the categories of personal data concerned;
- c) the recipients or categories of recipient to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;
- d) where possible, the planned period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
- e) the data subject is informed about their right to request from the controller rectification or erasure of personal data or restriction of processing of personal data concerning the data subject or to object to such processing;
- f) the right to lodge a complaint with a supervisory authority;
- g) where the personal data are not collected directly from the data subject, any available information as to their source;

- h) the existence of automated decision-making, including profiling, and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

The Controller shall, upon request, provide the data subject with a copy of the personal data processed.

Right to rectification

The data subjects shall have the right to obtain from the controller without undue delay the rectification of inaccurate personal data concerning them. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

If a request is made to rectify (modify) personal data then the data subject needs to prove the authenticity of the data to be modified. Additionally, the data subject must verify that the person requesting rectification is authorised to do so. This is the only way for the data controller to verify the authenticity of the new data before modifying it.

Please report any changes in your personal data to the Data Controller as soon as possible, facilitating the legality of data processing and the enforcement of your rights.

Right to erasure ('right to be forgotten')

The data subjects shall have the right to obtain from the Data controller the erasure of personal data concerning them without undue delay and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies:

- a) the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- b) the data subject withdraws consent on which the processing is based, and where there is no other legal ground for the processing;
- c) the data subject objects to the processing and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing of personal data for direct marketing purposes;
- d) the personal data have been unlawfully processed;
- e) the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject;
- f) the personal data have been collected in relation to the offer of information society services.

Right to restriction of processing

The data subject shall have the right to obtain from the Data Controller restriction of processing where one of the following applies:

- a) the accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data;
- b) the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;

- c) the controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims;
- d) the data subject has objected to processing pending the verification whether the legitimate grounds of the controller override those of the data subject.

Right to object

If the processing is necessary for the performance of a task carried out in the exercise of official authority vested in the controller (point (e) of Article 6(1) of the GDPR), the data subjects shall have the right to object, on grounds relating to their particular situation, at any time to processing of personal data concerning them, including profiling based on the relevant provisions.

Right to data portability

The data subjects shall have the right to receive the personal data concerning them, which they have provided to the Data Controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where:

- a) the processing is based on consent of the data subject or on a contract according to Article 6 Paragraph (1) Point b) of the GDPR; and
- b) the processing is carried out by automated means.

PROCEDURES FOR ENFORCING THE RIGHTS OF DATA SUBJECTS

The above rights can be exercised by data subject by sending an electronic mail to this e-mail address: jog@uni-obuda.hu, or regular mail to the seat of the Data Controller or in person at the seat of the Data Controller. The data subject shall be informed about the measure taken in response to the request within 1 month. If we are unable to fulfil the request, we inform the data subject in 1 month about the reasons of the rejection and the administrative and judicial redress rights of the data subject.

The rights of the deceased data subject may be enforced within five (5) years by an authorized person who possesses administrative provisions, or a statement towards the Data Controller included in a public document or full probative private document. If multiple such statements exist at the same Data Controller, then the statement made the latest will prevail. If the data subject has made no such legal statement, then a close relative – as defined in Act V of 2013 on the Civil Code – is still able to enforce certain rights of the deceased within five (5) years of death. These rights are defined in Article 16 (right to rectification) and Article 21 (right to object), as well as – if the data processing was unlawful during the life of the data subject, or the purpose of data processing has ceased with the death of the data subject – Articles 17 (right to erasure) and 18 (right to restriction of processing) of the GDPR. The close relative who exercises their right first will be entitled to enforce rights of the data subject as set forth in this Paragraph.

IV. THE RIGHT TO LODGE A COMPLAINT AND TO AN EFFECTIVE JUDICIAL REMEDY

In order to enforce their right to judicial remedy, the data subjects may take legal action against the Controller if they consider that the Data Controller or a data processor acting on behalf of or under the instructions of the Data Controller is processing their personal data in breach of the provisions of laws on the processing of personal data or of binding legal acts of the European Union. According to Article 79 (2) of the GDPR proceedings against the data controller shall be brought before the courts of the Member State where the data controller has an establishment, i.e., before the Budapest-Capital Regional Court (Hungary). The court shall deal with the case as a matter of priority. Alternatively, such proceedings may be brought before the courts of the Member State where the data subject has habitual residence. Court application: <https://birosag.hu/birosag-kereso>.

Without prejudice to judicial remedy, according to Article 77 (1) of the GDPR every data subject shall have the right to lodge a complaint with the supervisory authority, in particular in the Member State of data subject's habitual residence, place of work or place of the alleged infringement (i.e. in Hungary), alleging that the processing of personal data by the Data Controller has resulted in a violation of rights or an imminent threat thereof, or that the Data Controller is restricting the exercise of rights related to the processing of personal data or is refusing to exercise such rights.

The claim can be filed at the Hungarian supervisory authority at one of the below addresses:

National Authority for Data Protection and Freedom of Information (NAIH)
Mailing address: Po.box.: 9, 1363 Budapest
Address: 1055 Budapest, Falk Miksa utca 9-11.
E-mail: ugyfelszolgalat@naih.hu
URL: <http://naih.hu>

Budapest, 6 June 2025