

PRIVACY NOTICE

This Privacy Notice provides information on the processing of personal data in connection with the confectionery operated by Rocky 2018 Kft. and the web shop used for selling its products, “tortakisallitas.hu”, for our guests and for our customers who place orders on site, by phone, by e-mail or through the webshop and use delivery services.

Purpose of this Privacy Notice

Rocky 2018 Kft. (hereinafter: “Tortakisallitas.hu” or the “Company”) informs our guests and customers in this notice (“Notice”) about our obligations and procedures related to the protection and processing of natural persons’ personal data.

We inform you that it is our fundamental obligation to ensure that employees of the Company, as well as persons performing work or providing services for us under other legal relationships, handle personal data that comes to their knowledge during their activities in accordance with the applicable laws, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation; hereinafter: “GDPR”), and Act CXII of 2011 on Informational Self-Determination and Freedom of Information (hereinafter: “Infotv.”).

Accordingly, employees and other persons performing work or assignments are obliged to act in accordance with the policies established by our Company and the referenced and other applicable legislation during any activity that necessarily involves the processing of personal data.

General principles of data processing

The aim of the legislation and our internal policies is to ensure that the Company’s data processing operations comply with the applicable legal requirements; that personal data comes into the possession of the Company only lawfully and when statutory conditions are met; and that data subjects can exercise control over their personal data processed by the Company. It is our fundamental obligation to ensure that the rights of data subjects are not infringed during the processing of personal data. As a data controller, our Company considers the provisions of the laws and our internal policies binding, and takes them into account throughout every data processing activity for its entire duration. The Company undertakes that all data processing related to its activities complies with the requirements set out in this policy and in the applicable national legislation and legal acts of the European Union.

We also inform you that any employee or agent of our Company who processes personal data bears disciplinary, civil liability for damages, administrative offence and criminal liability for the lawful processing of personal data.

The continuously available privacy notice related to the confectionery activities of Rocky 2018 Kft. is available at: <https://tortakisallitas.hu/adatkezelesi-tajekoztato/>

Our Company reserves the right to amend this Notice at any time.

Our Company treats personal data confidentially and takes all security, technical and organisational measures that guarantee data security.

Below, Rocky 2018 Kft. describes its data processing practices.

I. Legislation related to data processing

During data processing, our Company must act in accordance with the requirements set out in the following legislation:

- Regulation (EU) 2016/679 of the European Parliament and of the Council (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, hereinafter: GDPR)
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information (Infotv.)
- Act V of 2013 on the Civil Code (Ptk.)
- Act I of 2012 on the Labour Code (Mt.)
- Act CXXXIII of 2005 on the rules of personal and property protection and private detective activity
- Internal data protection and incident management policy.

II. Fundamental provisions of personal data processing

Lawfulness, fairness and transparency: Personal data must be processed lawfully and fairly and in a transparent manner in relation to the data subject.

Purpose limitation: Personal data must be collected for specified, explicit and legitimate purposes and not further processed in a manner incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes is not considered incompatible with the initial purposes.

Data minimisation: Personal data must be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

Accuracy: Personal data must be accurate and, where necessary, kept up to date. Inaccurate personal data must be erased without delay.

Storage limitation: Personal data must be kept in a form which permits identification of data subjects for no longer than is necessary; longer storage is permitted only for archiving in the public interest, scientific or historical research or statistical purposes.

Accountability (and integrity/confidentiality): Personal data must be processed in a way that ensures appropriate security of the personal data through suitable technical or organisational measures, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage.

III. Concepts and definitions related to data protection and data processing

The terms used and defined in this Notice, in line with the GDPR, include:

- **GDPR (General Data Protection Regulation):** the European Union's data protection regulation
- **Controller:** the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.
- **Processing:** any operation or set of operations performed on personal data or on 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.
- **Processor:** a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.
- **Data processing (as an activity):** an activity involving operations on personal data, including obtaining, using, viewing, accessing, recording or storing data, listing, structuring, or any other operation(s) in relation to the data, including organisation, modification, retrieval, use, disclosure, erasure or destruction; it also includes transfer of personal data to a third party.
- **Personal data:** any information relating to an identified or identifiable natural person (data subject); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Special categories of personal data:** the GDPR defines a subcategory of personal data requiring a higher level of protection than general personal data; stricter conditions apply to processing such data.
- **Children's personal data:** any information relating to a child under the age of 16; a child under 16 is identifiable directly or indirectly, in particular by reference to an identifier such as name, number, location data, online identifier, or factors specific to physical, physiological, genetic, mental, economic, cultural or social identity.
- **Third party:** a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons authorised to process personal data under the direct authority of the controller or processor.

- **Data subject:** an identified or identifiable natural person.
- **Consent of the data subject:** any freely given, specific, informed and unambiguous indication of the data subject's wishes by which they, by a statement or by a clear affirmative action, signify agreement to the processing of personal data relating to them.
- **Restriction of processing:** the marking of stored personal data with the aim of limiting their processing in the future.
- **Pseudonymisation:** processing personal data in such a manner that the data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.
- **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 performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.
- **Data transfer:** making data accessible to a specified third party.
- **Filing system:** any structured set of personal data accessible according to specific criteria, whether centralised, decentralised or dispersed on a functional or geographical basis.
- **Personal data breach:** a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed.

IV. Responsibilities and competences

The Company's managing director is responsible for issuing and keeping this Notice up to date.

We inform you that our Company does not appoint a data protection officer; our Company is not legally obliged to establish such a position.

V. Possible legal bases for processing

The Company's processing may be based on the following legal grounds:

1. **Consent of the data subject:** The data subject may give freely given, specific, explicit, informed and unambiguous consent, by a statement or a clear affirmative action, to the processing of their personal data for one or more specific purposes.
Where processing is based on consent, the controller must be able to demonstrate that the

data subject has consented.

Where consent is given in a written declaration which also concerns other matters, the request for consent must be presented in a manner clearly distinguishable from the other matters, in an intelligible and easily accessible form, using clear and plain language.

Consent must be clearly separable for each matter.

Any part of a consent declaration that infringes the GDPR is invalid. The data subject has the right to withdraw consent at any time. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. The data subject must be informed of this before giving consent. Withdrawal must be as easy as giving consent.

- **Performance of a contract:** processing may be necessary for the performance of a contract to which the data subject is party, or in order to take steps at the request of the data subject prior to entering into a contract.
- **Compliance with a legal obligation:** processing may be necessary for compliance with a legal obligation to which the controller is subject, as set out by Union or Member State law.
- **Legitimate interests:** processing may be necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child. Before processing on this basis, a balancing test (legitimate interest assessment) must be carried out. Based on legitimate interest and such balancing, personal data may be processed without the data subject's separate consent, including after withdrawal of consent, if: processing is authorised by law; or it serves the enforcement of the controller's or a third party's legitimate interest and it has been established that this interest prevails with respect to the protection of personal data.
- **Vital interests:** processing is necessary to protect the vital interests of the data subject or of another natural person; processing on this ground may be used only if the processing cannot be carried out on another legal basis (e.g., humanitarian disasters, including the tracking of epidemics and their spread).
- **Public interest:** processing may be necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

VI. Processing activities

Our Company records only personal data that the data subject provides voluntarily. By providing their personal data, the data subject consents to their inclusion in the controller's database in accordance with this policy.

Our Company carries out the following processing activities:

1. Use of services, purchase of products (webshop available at tortakiszallitas.hu and direct orders in the confectionery)

In relation to this processing, the Company processes the following data of the data subject:

- a) where applicable, the data subject's name, telephone number, billing and delivery address;
- b) where applicable, the data subject's e-mail address;
- c) where applicable, the data subject's signature;
- d) in case an invoice is requested, other data required to issue an invoice in accordance with the applicable legislation.

Legal basis: The Company processes personal data for the performance of a contract pursuant to Article 6(1)(b) GDPR.

In the case of purchasing products ordered from the webshop or otherwise with delivery, we transfer the data indicated under point (a) to the service provider that ensures delivery for our Company. This transfer serves to ensure that delivery can be made accurately within the specified deadline. Without providing these data and transferring them to our delivery service provider, delivery is not possible.

Data processing related to the use of the Company's services and the purchase of its products continues for 2 years after termination of the contract between the data subject and the Company and/or until the fulfilment of the Company's statutory obligations.

In the case of using confectionery services (upon request) and in all cases of webshop orders, we issue an invoice, which contains:

- the buyer's name and address.

We transmit the invoice directly to NAV and to the accounting service provider.

Invoices are issued using the Szamlazz.hu software supervised by KBOSS.hu Kft.

For webshop purchases, our online payment service provider is Stripe, Inc.

Providing the data is necessary to conclude the contract between our Company and you.

2. General contact, request for quotation

You may contact us with your request, question or comment in person at our confectionery, or by e-mail, telephone, or via the form on our website.

In relation to this processing, the Company processes the following data of the data subject:

- where applicable, the data subject's surname and given name, telephone number, e-mail address, and any other data provided by the data subject.

Legal basis:

- Article 6(1)(a) GDPR (consent);
- Article 6(1)(b) GDPR (processing necessary for the performance of a contract in which the data subject is one or both parties);

- Article 6(1)(f) GDPR (legitimate interests of the controller or a third party).

Messages and the personal data received in this way are deleted within a maximum of one year after responding to the given request/question/complaint, calculated from the termination of the contact, except for contact data processed on the Company's website (www.tortakiszallitas.hu), where the retention period is 2 years. However, if—due to the nature of the correspondence—archiving is necessary for tax or accounting reasons, or to protect the rights or interests of the Company or the enquiring party, we archive and store it for the necessary period, assessed on a case-by-case basis.

3. Complaint handling

In relation to this processing, the Company processes the following data of the data subject:

– the data subject's name, telephone number, address, e-mail address.

Possible complaints related to the service may be submitted by the complainant by making an entry in the “complaints book” (buyers' book) or in writing or by other means.

By submitting a complaint, the Company presumes consent to the processing of the data.

If the complainant does not give consent or withdraws it, the Company cannot communicate the findings/results of the investigation of the complaint or take the necessary measures to investigate and, where applicable, remedy the complaint.

Data related to the complaint are retained for 1 year after the investigation, provided that if an authority or court procedure is initiated as a result of the complaint, the data will be retained until the final conclusion of such proceedings.

Providing the data is not necessary to conclude a contract between our Company and you.

4. Use of CCTV cameras

We inform you that CCTV cameras operate in the confectionery. The legal basis for operating the cameras is Article 6(1)(f) GDPR; accordingly, processing by the cameras is carried out for the purposes of enforcing the Company's legitimate interests.

The information notice relating to our Company's CCTV use is available in the confectionery from the store manager.

Providing the data is not necessary to conclude a contract between our Company and you.

VII. Data transfers, data processing, and persons with access to data

- **Processor providing accounting/bookkeeping services:**
AJUSTADO Kft.
Registered office: 1142 Budapest, Dévényi út 1.
Phone: +36 70 214 8562

- **Development and operation of the electronic invoicing platform (szamlazz.hu):**
Processor: KBOSS.hu Kft.
Registered office: 1031 Budapest, Záhony utca 7.
E-mail: info@szamlazz.hu
- In addition, invoice data are transferred to the National Tax and Customs Administration (NAV) through a direct IT connection, on the legal basis of compliance with a legal obligation.
- **Partner providing delivery services to our Company:**
Food el Yo Sale Kft.
1106 Budapest, Jászberényi utca 45.
28798066-2-42
Registered office: 1174 Budapest, Zsuzsanna tér 6.
Phone: +36 20 294 6609
Our delivery partner is an independent controller.
- **Online payment service provider:**
Stripe, Inc.
Registered office: 354 Oyster Point Boulevard, South San Francisco, California 94080, USA
E-mail: privacy@stripe.com
- **Contractor responsible for website maintenance:**
FMarketing Kft.
Registered office: 4032 Debrecen, Lóverseny utca 14/B
Phone: +36 304548164
- **Hosting provider:**
The website hosting is provided by Rackforest Zrt. (1132 Budapest, Victor Hugo utca 11., 5th floor, B05001; phone: +36 1 211 0044; e-mail: info@rackforest.com).

VIII. Rights related to data processing

a) Right of access and information

Upon the data subject's request, the controller provides information as to whether their data are being processed. If so, the controller provides access and informs the data subject about the categories of data processed, the purpose of processing, the recipients or categories of recipients, the storage period (or criteria for determining it), the exercise of data subject rights, the right to lodge a complaint with the National Authority for Data Protection and Freedom of Information (NAIH), the source of the data, and the existence of automated decision-making, including profiling. In case of transfers outside the European Union/European Economic Area, the data subject also receives information about the appropriate safeguards.

Right to rectification

The data subject has the right to request rectification of inaccurate data.

If rectification of personal data processed by the controller is necessary, the data subject may request it in writing (by post or e-mail), indicating the correct data.

The data subject is obliged to notify the controller in writing (by post or e-mail) of any change in any personal data processed by the controller without delay, but no later than within 5 days after the change. The controller bears liability for damages resulting from failure to notify or late notification.

Right to erasure

The data subject has the right to request that the controller erase personal data relating to them without undue delay, and the controller is obliged to erase such personal data without undue delay in the cases specified in the GDPR (Article 17).

If the controller has made the personal data public (i.e., transferred them to third parties), then upon exercising the right to erasure the controller takes reasonable steps to inform the other controllers to whom the personal data were disclosed that the data subject has requested erasure of any links to, or copies or replications of, those personal data.

Right to restriction of processing

The data subject has the right to obtain restriction of processing where:

- the data subject contests the accuracy of the personal data;
- the processing is unlawful;
- the controller no longer needs the personal data for the purposes of processing, but the data subject requires them for the establishment, exercise or defence of legal claims; or
- the data subject has objected to the processing.

Right to data portability

The data subject has the right to receive the personal data concerning them, which they have provided to the controller, in a structured, commonly used and machine-readable format, and has the right to transmit those data to another controller without hindrance by the controller, where:

- the processing is based on consent; and
- the processing is carried out by automated means.

Right to object

The data subject may object to the processing of their personal data for direct marketing purposes. In such case, the personal data may no longer be processed for such purposes.

In connection with exercising the rights listed above, the data subject is entitled to contact the controller.

Controller contact details:

Name: Rocky 2018 Kft.

Registered office: 1074 Budapest, Dob utca 21.

Company registration number: 01-09-993142

Registering court: Company Court of the Budapest-Capital Regional Court

Tax number: 14205411-1-42

E-mail: info@tortakiszallitas.hu

Legal remedies related to data processing

National Authority for Data Protection and Freedom of Information (NAIH)

Postal address: 1363 Budapest, P.O. Box: 9.

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

Phone: +36 (1) 391-1400

Fax: +36 (1) 391-1410

E-mail: ugyfelszolgalat@naih.hu

If the data subject's rights are violated, the data subject may bring an action against the data recipient or the controller before a court. The court proceeds in expedited proceedings. The data subject may initiate the lawsuit—at their choice—before the competent regional court at the place of their residence or place of stay.

IX. Data security

Data must be protected by appropriate measures, in particular against unauthorised access, alteration, transfer, disclosure, erasure or destruction, as well as accidental destruction and damage, and against becoming inaccessible due to changes in the applied technology.

To protect electronic data files stored in registries, suitable technical solutions must ensure that the data stored in registries cannot be directly linked and attributed to the data subject.

When planning and applying data security, account must be taken of the current state of the art.

From among possible data processing solutions, the one that ensures a higher level of protection of personal data must be chosen, unless this would entail disproportionate difficulty for the controller.

X. Cookies

General introduction to cookies and data protection requirements

Cookies are small data files placed by websites on the user's device to improve the browsing experience. They enable websites to remember user preferences, track website usage habits, and in some cases provide targeted advertising. The EU's General Data Protection Regulation (GDPR) sets strict requirements for the use of cookies. Controllers (website operators) must inform users about the types and purposes of cookies, and users have the right to accept or reject certain cookies.

About measurements

Our website does not process or store any personal data that the visitor does not voluntarily provide. Information related to visits and interactions is collected and stored exclusively by web analytics and ad-serving systems (Google, Meta) for statistical purposes. From these data we do not receive personal information, and we do not link visit and interaction data to personal data in any way.

Cookie categories and explanation

1. Advertising cookies

- **_fbp (tortakiszallitas.hu):** Related to Facebook Pixel and used to measure advertising performance. Enables targeted ads to be displayed to the user.
- **_gcl_au (tortakiszallitas.hu):** Used by Google AdSense to understand ad effectiveness and improve online advertising strategies.

2. Analytics and performance cookies

- **_ga, _ga_RQPTFEFHDC (tortakiszallitas.hu):** Google Analytics cookies used to track user activity, including page views and visitor behaviour, to improve the user experience.
- **sbjs_current, sbjs_current_add, sbjs_first, sbjs_first_add, sbjs_migrations, sbjs_session, sbjs_udata (tortakiszallitas.hu):** Track visitor sources, browsing behaviour and the number of visits to optimise services during website development.

3. Functional cookies

- **__stripe_mid (tortakiszallitas.hu):** Part of Stripe's payment service and ensures secure processing of transactions.
- **wp-settings-4, wp-settings-time-4 (tortakiszallitas.hu):** Store WordPress settings of the website to ensure the user interface is customised.

4. Settings and preference cookies

- **cmplz_banner-status, cmplz_consent_mode, cmplz_consent_services, cmplz_functional, cmplz_marketing, cmplz_policy_id, cmplz_preferences, cmplz_statistics, cmplz_saved_categories, cmplz_saved_services (tortakiszallitas.hu):** Cookies generated by Complianz to manage the user's consent settings and ensure GDPR compliance.

Customising cookie settings

In our website's cookie consent window you can accept, reject or customise the use of cookies. During customisation you can choose which cookies you consent to, allowing you to control precisely what types of data we may process. This ensures that while using our website you can fully control your data protection preferences, in compliance with the GDPR.

XI. Final provision

This Notice enters into force on 25 May 2018, updated on 1 October 2024, and on 3 February 2026.