

**DATA PROCESSING NOTICE  
ON PERSONAL DATA PROCESSING IN CONNECTION WITH  
THE NEWSLETTER SERVICE OF CORVINUS UNIVERSITY OF BUDAPEST**

**(Bachelor study programmes admission newsletter, Master study programmes admission newsletter, Specialist postgraduate programmes newsletter, Executive programmes newsletter, Doctoral programmes newsletter, MBA programmes newsletter, International opportunities newsletter)**

**1. NAME OF THE DATA CONTROLLER**

**Corvinus University of Budapest (hereinafter: CORVINUS or University)**

**Competent organisational unit: Communications**

Address: 1093 Budapest, Fővám tér 8.  
E-mail: [kommunikacio@uni-corvinus.hu](mailto:kommunikacio@uni-corvinus.hu)  
Website: <https://uni-corvinus.hu>  
Data Protection Officer: dr. Szilvia Molnár-Friedrich  
Email: [adatvedelem@uni-corvinus.hu](mailto:adatvedelem@uni-corvinus.hu)

**2. LEGISLATION ON WHICH THE DATA PROCESSING IS BASED**

- 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);
- Act CXII of 2011 on the right of informational self-determination and the freedom of information;
- Act V of 2013 on the Civil Code (hereinafter: Ptk.).

**3. SUBJECT OF DATA PROCESSING, DATA SUBJECTS**

**SCOPE OF PROCESSED PERSONAL DATA:**

Name, email address, phone number, status of subscriber at the given academic level: (student / parent / teacher / other), nationality of subscriber: country.

**PURPOSE OF DATA PROCESSING:**

Marketing communications by e-mail and/or SMS regarding admissions information, deadlines and relevant events related to programmes, and the display of personalised advertisements on social media platforms.

**LEGAL GROUND FOR DATA PROCESSING:**

Voluntary consent (Articles 6(1)(a) and 7 of the GDPR).

**DURATION OF DATA PROCESSING:**

Until consent is withdrawn, failing which the Data Controller will review the necessity of the data processing every 3 years.

**DATA SUBJECT:**

Natural persons subscribing to the newsletter service.

**SOURCE OF THE DATA:**

The data are provided by the data subject.

**4. ACCESS TO DATA AND DATA TRANSFER**

The data may be accessed by the staff members of CORVINUS Communications for the purpose of performing their duties and to the extent necessary therefor, such as by staff involved in marketing and communications. The University will only disclose data to third parties on the basis of a legal authorisation or with the consent of the data subject.

## 5. ENGAGING A DATA PROCESSOR

- (1) Name of the data processor: HubSpot CRM system  
Service provider: SENPAI CONSULTING Szolgáltató Korlátolt Felelősségű Társaság (1011 Budapest, Bem rakpart 25/A Fsz. 2. ajtó; tax number: 12605853-2-41)  
Brief description of the processing activity: Storing data disclosed by Data Subjects, sending informational and promotional emails/SMS, and publication of advertisements compiled by the Data Controller.
- (2) Name of the data processor: MailerLite Limited  
Contact details 88 Harcourt Street, Dublin 2, D02 DK18, Ireland  
Brief description of the data processing activity: Storing data disclosed by Data Subjects, sending informational and promotional emails/SMS, and publication of advertisements compiled by the Data Controller.
- (3) Name of the data processor: Meta Platforms Ireland Limited  
Registered seat of data processor: Block J, Serpentine Avenue, Dublin 4, Ireland  
Brief description of the data processing activity: Publication of advertisements compiled by the Data Controller.

## 6. DATA SECURITY MEASURES

The University stores personal data on the University servers. The University does not use the services of another company to store the data. The University shall take appropriate measures to ensure that personal data are protected against, inter alia, unauthorised access, and to ensure the continued confidentiality, integrity, availability and resilience of the systems and services used to process personal data, and the ability to restore in a timely manner access to and availability of personal data in the event of a physical or technical incident.

## 7. RIGHTS IN RELATION TO DATA PROCESSING

The data subject has the right to request information about the data processing, the right to obtain erasure, rectification of data, the right to obtain blocking (restriction of data processing), to object to data processing as well as to request the data controller to provide him/her information on his/her personal data and information relating to the processing thereof. The data subject may withdraw his/her consent at any time, such withdrawal of consent, however, does not affect the lawfulness of the data processing that took place before the withdrawal. The data subject may also request the porting of his/her data. The data subject may exercise his or her rights under this section by contacting the [adatvedelem@uni-corvinus.hu](mailto:adatvedelem@uni-corvinus.hu) email address.

## 8. LEGAL ENFORCEMENT IN RELATION TO DATA PROCESSING

In the event of unlawful processing, the data subject may refer the matter to the CORVINUS Data Protection Officer, the National Authority for Data Protection and Freedom of Information (NAIH) or a court.

Data Protection Officer's email address: [adatvedelem@uni-corvinus.hu](mailto:adatvedelem@uni-corvinus.hu)

NAIH contact (<https://naih.hu/uegyfelszolgalat,--kapcsolat.html>): address: 1055 Budapest, Falk Miksa utca 9-11.; postal address: 1363 Budapest, Pf:9; phone: +36 (1) 391-1400; fax: +36 (1) 391-1400; e-mail address [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu); web: <https://naih.hu/>.

In the event of court proceedings, the Budapest Metropolitan Court (Fővárosi Törvényszék) shall have jurisdiction. The action can also be brought before the court of the place of residence (the contact details of the courts can be found at the following link <http://birosag.hu/torvenyszekek>).