

## **GAME AND DATA MANAGEMENT POLICY**

### **Travel+ Exhibition 2025 prize draw**

**These Rules are established to set out the rules for the Travel+ Exhibition 2025 prize draws (the "Games").**

The game organizer is **Hungexpo Zrt.** (registered office: 1101 Budapest, Albertirsai út 10.; company registration number: Cg. 01-10-041503; registered at the Budapest General Court; represented by Gabriella Szántó, Communications Director and Klára Tihanyi, Strategy and Business Development Director (hereinafter referred to as "**Organizer**").

**To enter the prize draw, you must show your ticket to the exhibition!**

#### **I. Conditions of participation in the Games**

1. These Rules apply to the Organizer's "Travel+ Exhibition 2025 prize draw" and apply to the persons defined below who wish to participate in Travel+ Exhibition 2025 (hereinafter referred to as "**Exhibition**") by registering using a QR code, hereinafter referred to as "**Players**". By participating in the Game, the Player fully accepts the terms and conditions of these Game Rules. The Player acknowledges that before participating in the Game, he/she is obliged to inform himself/herself of the provisions of the Game Rules in advance and may not invoke failure to do so in order to obtain any advantage.

2. The conduct of and participation in the Game is subject to these Rules. If any matter is not covered by these Rules, the relevant provisions of the Hungarian legislation in force shall apply. If the Player does not accept or objects to any of the provisions of these Rules, he/she shall not be allowed to participate in the Game and shall be excluded from the Game.

3. Participation in the Game is voluntary. By participating in the Game, the Player acknowledges that he/she has read these Rules in full and accepts them unconditionally.

4. The Game will be held between 20 February 2025 and 23 February 2025, the draw will take place on 27 February 2025. The Game organized by the Organizer is open to those who meet the following conditions and give their consent to participate in the Game during the above-mentioned period.

5. Participation in the Game is open to natural persons over the age of 18 who have the capacity to act, who have a registered address in Hungary and who are not subject to any of the grounds for disqualification set out in the following points.

6. Only those who meet the following combined conditions may participate in the Travel+ Exhibition Game (hereinafter: - who purchase a ticket for the exhibition, scans the QR code displayed at the Exhibition and enters the following data):

- the serial number of the ticket,
- name (last name and first name), email címét,
- the postcode of their residence,
- phone number,
- e-mail address,

- correctly answers the following 6 questions:
  - o Which is the oldest known monumental sculpture in Egypt?
  - o Which is the highest mountain in Slovakia?
  - o Which medicinal herb is Tihany famous for?
  - o Which is one of the most popular games in the world, with more than 500,000 of them in Kockaland?
  - o Where in Hungary can you experience the unique world of Feelmore accommodation?
  - o Which world-famous festival takes place on Óbuda Island every year?
- accepts the Game and Data Management Policy,
- accepts the marketing statement.

The E-bike Test&Show Game is open only to those who meet the following combined conditions (hereinafter: - who purchase a ticket to the exhibition, fill in the liability declaration, test an e-bike on the test track, register for the prize draw using the QR code provided and enter:

- the serial number of the ticket,
- name (last name and first name), email címét,
- the postcode of their residence,
- phone number,
- e-mail address,
- correctly answers the following 6 questions:
  - o What was the name of the first mass-produced electric assist bicycle in Western Europe?
  - o Where is the Bringaland shop in Budapest?
  - o How many square metres is the e-bike test track in Pavilion A of Hungexpo?
  - o Which exhibition can be held at the same time as the E-bike Test&Show in Pavilion G of Hungexpo?
- accepts the Game and Data Policy,
- test one of over 100 e-bikes on the test track,
- accept the marketing statement.

7. Grounds for exclusion from participation in the Game: - persons having an employment, agency, contract or other employment relationship with the Organiser and the Data Controllers under these Rules,

- above Ptk. 8:1 (1), paragraph 1, point 1 close relatives.

## **II. The procedure, duration and prizes of the Game**

By complying with the conditions described in the above paragraph, the Player acknowledges that he/she has read the Rules of the Game and accepts all the conditions set out therein.

1. The Game will take place between 20 February 2025 and 23 February 2025, and the Game will be opened by the Promoter on 20 February 2025 at 10.00 a.m. and closed by the Promoter on 23 February 2025 at 5.00 p.m.

2. The Organiser also reserves the right to suspend or terminate the Game, or to amend these Rules at any time without prior notice to the Player.

3. During the Game Period, the Players can participate in the Travel+ Exhibition 2025 (hereinafter referred to as the "**Exhibition**"), which will be held from 20 to 23 February 2025, by filling in the online registration forms after scanning the QR codes placed by Hungexpo Zrt. in the Exhibition area.

4. Participation in the Game does not require any additional purchases or services beyond registration at the Exhibition.

5. Any attempt to manipulate the Game will result in immediate exclusion.

6. Drawing date: 27.02.2025, 10.00 am. After the closing of the game, the winner will be drawn by random draw in the presence of a notary after the Exhibition.

After the draw, winners will be contacted via the contact details (e-mail, phone) they have provided. The Promoter is not responsible for any inaccuracy in the information provided.

The winners will be contacted via the contact details (e-mail, phone) provided by the E-bike Test&Show testers after the draw. The Organiser is not liable for any inaccuracy in the information provided.

The draw will take place at HUNGEXPO Budapest Congress and Exhibition Centre, 1101 Budapest, Albertirsai út 10.

7. A total of ninety-one (91) of the Entrants participating in the draw will be drawn at the Travel+ Exhibition and one (1) winner will be drawn at the E-bike Test&Show (the "Winners").

8. The subject of the prizes drawn:

#### **Travel+ Exhibition prizes:**

**FEELMORE:** 200.000 HUF gift voucher.

#### **VISIT BALATON 365, THE HUNGARIAN TOURISM ASSOCIATION FOUNDATION AND THE BALATON BIKE TOUR:**

- 4 BalatonBikeTour vouchers worth 20.000 HUF which can be used for guided bike tours, bike rental or even bike purchase.
- 2 passes for 1 person to the STRAND Festival

**SLOVAKIA:** 1 gift pack

- **Tatratea** – Unique selection of tea- herbal liquers TATRATEA with alcohol content ranging from 17% to 72% and an array of 14 exciting flavours, so everyone can find a drink to suit their taste. All TATRATEA liquers are made exclusively from natural ingredients. Their exquisite taste comes from a well alanced mixture of fine purified alcohol, black tea, natural extracts from herbs, fruit extracts and destillates, sugar and water from the Tatra Mountains.
- **2x majolica breakfast set** – bowl and cup – Slovak Folk Maiolica is characterized by its unique shape and decor. Its history dates back to the 17th century.
- **Mead and honey tasting** – The basic philosophy of Meadary Apimed is to produce varietal meads distinguished by the type of honey from which they are made, just

as winemakers offer wine according to the grape variety. They use the variety and diversity of Slovak honey – flower, acacia, forest or linden honey. In every drop of this delicious drink you will find the best of the honey, herbs and spices used. They approach the production itself with great respect and passion.

#### **DECATHLON:**

- 1 e-bike test weekend, with 2 bikes displayed at the Travel Exhibition, with pick-up on Friday and return no later than Monday morning at the store of your choice.
- 10 gift cards with a value of 5.000 HUF
- 2 Easybreath masks with 1 communication kit
- 1 piece of 2 mp pop-up tile tent

#### **VIP HURGHADA:**

- One week trip for 2 to the Jaz Aquamarine Resort in Egypt
  - o a return flight from Budapest with a direct flight,
  - o 7 nights all-inclusive accommodation in 5-star hotels,
  - o airport transfer,
  - o Hungarian native speaker local representative,
  - o exciting programs.

#### **KOCKALAND:**

- 19 vouchers for families (4 persons), with a value of HUF 4.990 each, which includes both services of the Kockaland exhibition and play house

#### **SZIGET KULTURÁLIS MENEDZSER IRODA ZRT.:**

- 6 pairs of daily tickets to the SZIGET Festival

#### **MŰVÉSZETEK VÖLGYE FESZTIVÁL:**

- 4 10-day passes to the Valley of Arts Festival.
- 4 passes to the Kerekdomb Festival.

#### **EFOTT:**

- 8 passes for EFOTT.
- 20 Wednesday day tickets to EFOTT.

#### **EUROTRIP CARD**

- 8 exclusive travel experience cards, guaranteed for 2 nights, 3 days for 2 people in one of the 10 countries of Europe.

#### **E-bike Test&Show prize:**

#### **BRINGALAND KFT.:**

- an 800.000 HUF worth premium category TENWAYS CGO800S electric bicycle.

### **III. Notification, prize collection**

1. Winners will be notified by telephone and/or in writing within 3 working days of the draw. The Winner will be notified by the Promoter by telephone at the e-mail address provided.

2. If the Winners do not respond to the e-mail message or telephone call after 3 working days, the Promoter will notify them again by e-mail. If the Winner fails to respond to the repeated request after a further 3 working days, the Promoter will declare the notification unsuccessful.

3. After successful notification of the Winners, the Promoter will inform the Winners of the procedure for claiming the prize. The prize will only be awarded if the information provided by the Winners is true contact information, i.e. the Winners' real details.

4. The Promoter may ask Winners to provide appropriate documentation to prove their identity. In the event of refusal to do so, or in the event of incomplete or incorrect information, the Prize Draw will be void as far as the Winners are concerned.

5. By participating in the Game, the Winners, by accepting these Rules, agree to the publication of their name, address - only with the name of the municipality - and the photo taken when the prize was awarded on <https://www.facebook.com/utazaskiallitas> and <http://utazas.hungexpo.hu>.

#### **IV. A játékosok érdekeit védő szabályok**

1. The Player may contact the Promoter in writing to resolve any administrative, technical questions or problems related to the prize transfer. The Promoter is at the disposal of the Players for any legal questions.

2. The Promoter declares that in the event of any disputes arising in connection with the prize distribution, the Promoter undertakes to attempt to settle such disputes with the Players, primarily by negotiated settlement.

3. The Player agrees to settle his/her claims for damages and other claims arising from participation in the Game by negotiation, and may only enforce his/her claim for the delivery of the prize duly won in court.

#### **V. Information on the processing of personal data and the provision of data**

On the basis of the information on data processing received in accordance with the General Data Protection Regulation (GDPR) of the European Union, which entered into force on 25 May 2018, in order to participate in the prize draw, the Player, by providing the data provided during registration and by accepting these Rules, expressly and explicitly consents to:

- a. process your data for the purposes of prize draws;
- b. to have a photo, video and audio recording made of the prize at the time of the prize presentation, which the Organiser may publish on the Internet; and Hungexpo Zrt. may use the whole or parts of the photo, audio and film recording for advertising purposes,
- c. the names and addresses of the winning applicants may be published by Hungexpo Zrt., with the administrative name of the municipality only.

By participating in the Game, by giving their consent to data processing and by giving their marketing consent, the Players consent to the Organiser processing the Player's data for the purpose of marketing enquiries. Hungexpo Zrt.'s data protection information can be found in full [HERE](#).

## **VI. Purpose, legal basis, duration, processors and other information**

Purposes of data processing:

- the conduct of the Game, contacting the Winners, the drawing of the prize, the delivery of the prize, and
- marketing purposes as set out in this section.

1. In accordance with the provisions of the GDPR, the Player acknowledges and accepts, by the declaration provided upon registration, that he/she voluntarily and expressly consents to the Organizer processing his/her personal data (name, e-mail address, telephone number) within the framework of the Game until the end of the Game (01 March 2025) and using it as set out in these Rules (contact, notification). The Organizer may process the data in accordance with the data protection provisions until the consent is withdrawn. Consent may be withdrawn by sending an e-mail to [leiratkozas@hungexpo.hu](mailto:leiratkozas@hungexpo.hu).

The Organiser will process the data provided during registration for the purposes of running the Game, identifying and contacting the Winners for the duration of the Game, contacting the Winners and delivering the Prize.

By giving consent to participate in the prize draw, in order to process the data listed in the registration form and in Section II./7. of these Rules for the purpose of sending marketing content, the Player expressly consents to:

- the data may be used by Hungexpo Zrt. in the future for the purposes of its own marketing activities, for the presentation of its products, for the preparation of (personalised) offers and for sending them to the Player,
- Hungexpo Zrt. may use the whole or parts of the image, sound and film footage of the prize presentation for advertising purposes,
- Hungexpo Zrt. may publish the names and addresses of the winning applicants - with the administrative name of the municipality only.

The data controller: the Hungexpo Zrt. The data will not be disclosed to third parties without the prior information and permission of the Player, except in the case of the above disclosure.

2. Legal basis for processing: voluntary and informed consent given by the data subject via the registration interface.

3. The data processor is Hungexpo Zrt., headquarters: 1101 Budapest, Albertirsai út 10.

4. Information on any changing or additional processors during the period of data processing is available from the Data Controller's Customer Service Office. The Data Protection Officer of Hungexpo Zrt. can be contacted at [dpo@hungexpo.hu](mailto:dpo@hungexpo.hu).

5. Duration of processing: until consent is withdrawn.

6. The data may only be known by the data controller and persons having an employment or agency relationship with the data processor.

7. In the case of a decision taken by automated data processing, the participant shall, upon request, be informed by the Organiser/Data Controller of the method used and its essence, and shall be given the opportunity to express his/her point of view.

## **VII. Legal remedies**

<b>Group</b>	<b>Postal address</b>	<b>E-mail address</b>
Hungexpo Zrt.	H-1101 Budapest, Albertirsai út 10.	<a href="mailto:leiratkozas@hungexpo.hu">leiratkozas@hungexpo.hu</a> by letter to the following address

1. Information on the rights and remedies related to data processing is provided in the Hungexpo Zrt. data processing information under the heading "Data subjects' rights and enforcement", including any objections to data processing, which can be addressed to the data protection officer of the controller at any time with repeated or additional questions. The data subject may also contact the National Authority for Data Protection and Freedom of Information (1125 Budapest, Szilágyi Erzsébet fasor 22/c.; [www.naih.hu](http://www.naih.hu); [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)), the courts.

By sending a notice to the following address and e-mail address of the Organiser/Controller, which clearly identifies the declarant, the participant may withdraw his/her consent to the sending of direct marketing advertisements and request the deletion of his/her data at any time, without any limitation and free of charge.

2. The participant may request the controller to inform him/her about the processing of his/her personal data, to rectify his/her personal data, and to erase or block his/her personal data, except for mandatory processing.

3. The Organiser shall provide the Player with the opportunity to request information about the processing of his/her personal data and to request their deletion at any time. The Player also has the right to object to the processing of his/her personal data. If the Player does not agree with the decision taken by the Organiser on the basis of his/her objection, he/she may appeal to the court. The Player may decide at any time not to be contacted by the Organiser or its agent by sending a statement to that effect to the above addresses. In the event of withdrawal of consent in connection with the processing of personal data, including for the purposes of conducting the Game, contacting the Winner, drawing the prize, and delivering the prize, during the Game, the Player shall not participate in the Game.

4. The Organiser undertakes to treat the personal data obtained during the Game confidentially and in accordance with the applicable laws, not to disclose or make available to third parties, and to comply with the rules of data management. The Organiser shall process this data for the purposes of the Game. The Organiser shall not be liable for any consequences arising from the inaccurate provision of the data. The Organiser shall process the data provided until the withdrawal of the consent of the data subject. The personal data provided shall be processed by the Organiser for the purposes set out in these Rules.

5. The participant may exercise his/her rights under the European Union's General Data Protection Regulation (GDPR), including the right to object to the processing of his/her personal data. The Customer may appeal to Hungexpo, as the data controller, to the National Authority for Data Protection and Freedom of Information (1125 Budapest, Szilágyi Erzsébet fasor 22/c.; [www.naih.hu](http://www.naih.hu)) or to the courts.

Budapest, 12 February 2025.