

PRIVACY POLICY

Last updated: 27 February 2025

AKCongress (Akadémiai Kiadó Zrt). ("AKC", "we", "our", or "us") respects your privacy and is committed to complying with this Privacy Policy, which describes how AKC, as a meeting management company, collects and uses the personal data you provide to us. This Privacy Policy describes what personal data we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding our use of your personal data.

This Privacy Policy applies to AKC managed conferences provided to you, including via AKC websites and applications that display or link to this Privacy Policy (hereinafter collectively, the "Services"). Once you leave such websites and applications for others, the privacy policies of the other websites or applications shall apply.

We encourage you to read this Privacy Policy carefully and, in its entirety, as it relates to your rights regarding the processing of your personal data. As a user of our Services, you understand and agree that we collect, use, and disclose your personal data in accordance with this Privacy Policy.

Our privacy practices vary as they must amongst countries in which we operate to reflect local legal requirements. AKC materially complies with applicable laws in the jurisdictions in which it operates, including the Regulation (EU) 2016/679 General Data Protection Regulation (GDPR) by May 25, 2018, in its handling of personal data of persons in the European Economic Area. It is in our legitimate business interests to provide you with the Services which use the personal data provided to us for the purposes described herein. Your agreement to the terms of this Privacy Policy is not intended to and does not constitute a "consent" to such terms for purposes of the GDPR.

What personal data does AKC collect?

In the course of providing its Services, AKC collects, uses, and discloses personal data. Personal data is any information that can be used to identify you or that we can link to you. You, as meeting attendee, or user of the Services, may be asked to provide certain personal data when you use our Services, such as:

- Names and contact information (full name, affiliation, work address, work or home/mobile phone, email),

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- Payment data (corporate/personal credit cards) and bank information; and Logins, user IDs, passwords
- Field of scientific interest

If you submit any personal data relating to other people in connection with the Services (e.g. if you make a reservation for another individual e.g. for an accompanying person), you represent that you have the authority to do so and we will collect, use, and disclose such personal data in accordance with this Privacy Policy.

How does AKC collect personal data?

AKC collects personal data:

- Directly from you when you access various parts of our Services, including when you communicate with us via email
- Directly from you by consenting to receiving marketing emails
- From other sources, for instance the company/institution which you are an employee of or are otherwise attending a conference on behalf of ("Company"), including such Company's third parties who may send us your personal data on your or your Company's behalf.

How does AKC use personal data?

AKC collects and uses your personal data for specified, explicit, and legitimate purposes as described in this Privacy Policy and does not process your personal data further in a manner that is incompatible with those purposes.

AKC uses personal data to:

- Provide its Services and fulfil its obligations to your Company and attendees (e.g. complete and administer meeting reservations, assist in managing the meeting, inform you of updates to our websites and applications and other changes to our products or Services).
- Communicate with you, for instance by email and phone (we communicate you by phone only if following several attempts we couldn't communicate you by email) or via AKC's websites or applications and to provide you with customer service.
- Fulfil a request made by you or your Company (e.g. questions, or other requests about your personal data).
- Send you conference newsletters, marketing emails, and other information or materials that may interest you. Where required, we will obtain your consent before sending such marketing messages.
- Generate depersonalized or aggregated profiles and use such data for reporting and analytic purposes.

- Carry out our obligations and enforce your, our, or other's rights as we believe reasonably necessary (e.g. billing and collection, fraud prevention, comply with legal obligations, and respond to legal proceedings or requests from legal authorities and law enforcement or other third parties).

Who does AKC disclose personal data to and why?

Personal data collected is shared with or disclosed to:

- AKC and its partners, subcontractors as necessary to fulfil and support the Services, including conference management, manuscript submission etc.
- Other third parties as we believe is reasonably necessary in accordance with applicable laws, including laws outside your country of residence to: (i) satisfy laws, regulations, or governmental or legal requests and processes; (ii) identify, contact, or bring legal action against someone who may be violating our terms of use or policies or otherwise enforce our terms and policies; (iii) operate the Services properly.

AKC may be acquired, merge with another business, sell, or liquidate its assets, acquire, or buy other businesses or assets. In such transactions, personal data is generally one of the transferred business assets. In the event of an acquisition, sale, liquidation, or merger, your personal data and non-personal identifying information may be automatically assigned by us in our sole discretion to a third party.

Does AKC disclose personal data across borders?

When sharing with or disclosing personal data to other parties, including to AKC's partners, subcontractors who provide Services and maintain facilities, your personal data may be transferred to countries with data protection laws providing a lower standard of protection for your personal data than your country.

We will transfer your personal data in compliance with applicable data protection laws, including having adequate mechanisms in place to protect your personal data when it is transferred internationally (e.g. Model Clauses, data protection agreements). If you have questions or wish to obtain more information about the international transfer of your personal data or the implemented safeguards, please contact us as provided in this Privacy Policy.

How does AKC store and protect personal data?

Typically, AKC stores personal data on its servers managed internally and with third party storage providers.

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AKC uses appropriate technical and organizational security measures to protect the personal data AKC holds on its systems from unauthorized access, disclosure, destruction, and alteration. We conduct periodic reviews of our data collection, storage, processing, and security measures to verify we are only collecting, storing, and processing personal data that is required for our Services and to fulfil our contractual obligations. While we make every effort to protect the integrity and security of our systems, we cannot guarantee, ensure, or warrant that our security measures will prevent illegal or unauthorized activity related to your personal data. When using our Services, you should be aware that no data transmission over the Internet can be guaranteed as totally secure. Although we strive to protect your personal data, we do not warrant the security of any data and information that you transmit to us over the Internet, and you do so at your own risk.

In order to protect your personal data, we kindly ask you to not send us credit card information or other similar personal data via email. We also encourage you to keep your password confidential and not disclose it to any other person. If you are sharing a computer with anyone you should log out before leaving a site or service to protect access to your password and personal data from subsequent users. Please alert us immediately if you believe your password or any of your personal data has been misused. Please note, we will never ask you to disclose your password or credit card information in an unsolicited phone call or email.

Who are third-party data processors of my personal data?

A third-party data processor is a natural or legal person or organisation which processes personal data on behalf of AKC.

AKC's third-party data processors are:

- SmartEvents (<https://smartevents.co.hu>)
We use SmartEvents (hosted and provided by UniOffice Rendszerház Kft., H-1111 Budapest Kende utca 3. Hungary,) as event management mobile application.
- Eloqua
We use Eloqua (hosted and provided by Oracle Corporation, 500 Oracle Parkway Redwood Shores, CA 94065, USA) as a marketing automation platform for part of our conference marketing activities.
Oracle privacy policy: <https://www.oracle.com/legal/privacy/privacy-policy.html>

How long does AKC keep my personal data?

AKC retains personal data for the period necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by applicable law. Personal

information provided for the purposes of registration to a conference will be deleted within 8 weeks after the last day of the conference.

What about applications AKC uses?

AKC makes available mobile applications of each conference for download from various application marketplaces. AKC through these applications collects usage information to improve the application and to deliver a better and more personalized experience. AKC may follow information on your use of our applications (e.g. anonymized statistics on the daily number of visitors, the daily requests for specific usage elements, the countries from which applications and Services are accessed). We use these statistics exclusively for measuring activities and for improvement or adaptation of Services for your benefit.

Does AKC collect personal data of children?

AKC does not knowingly collect personal data from children. Individuals under 18 years of age should not use our Services to submit any personal data about themselves.

What are my rights with respect to my personal data?

To the extent required by applicable law, you have the right to access your personal data and confirm the processing of your personal data. Also, where applicable, you have the right to rectify inaccuracies or errors, erase, restrict the processing, object to processing, and withdraw consent to processing of your personal data even for marketing purposes, and where applicable, the right to data portability of your personal data. AKC will handle such requests in the time specified by applicable law.

In some jurisdictions, in addition to you agreeing to this Privacy Policy, data privacy or protection laws may require us to obtain a separate express consent for processing of your personal data. Your consent may also be implied in some circumstances, as permitted by applicable law, such as when communications are required to fulfil your requests.

How do I withdraw my consent?

If after you opt-in for our marketing communications, you change your mind, you may withdraw your consent for us by following this URL: https://web.akademiai.hu/akc_unsubscribe

Following opt-out you will have no possibility to participate in marketing or promotional activities or receive any newsletters or offers from AKC.

How can I exercise my rights or make complaints?

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If you have any questions about this Privacy Policy or wish to exercise any of your rights as described in this Privacy Policy, please contact us as follows:

AKCongress – Akadémiai Kiadó Zrt.

Address: H-1117 Budapest, Budafoki út 187-189. A. ép. III. em.

Email: akcongress@akcongress.com

In some circumstances, certain individuals may designate an authorized agent to submit requests to exercise certain privacy rights on their behalf. To do so, you must provide that authorized agent written and signed permission to submit the request on your behalf and verify your own identity directly with us. Note that we may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

If you are an authorized agent submitting a request on behalf of another person, you must provide a completed Authorized Agent Designation [form](#) indicating that you are authorized to act on that other person's behalf and submit it through our [Authorized Agent Designation page](#).

AKC will respond to your requests to the email address or phone number that you have registered with us or we otherwise have on file for you or any other suitable method. Depending on your request, we may review the request with you and/or your Company to assist in resolving and responding to the request.

We are committed to working with you to obtain a fair resolution of any complaint or concern you may have about our use of your personal data. If, however, you believe that we have not been able to assist with your complaint or concern, you may have the right to make a complaint to the data protection authority in your country (if one exists in your country).

How are changes to this Privacy Policy handled?

AKC reserves the right to revise, amend, or modify this Privacy Policy at any time and in any manner. When we post changes to this Privacy Policy, we will update the "last updated" date at the top of this Privacy Policy and we encourage you to regularly check this Privacy Policy for changes.