

PRIVACY NOTICE

Effective date: 1 January 2026

1. Data Controller

Data Controller:

Company name: **Bázel Kábel Kft.**

Registered seat: **1152 Budapest, Városkapu utca 6. A. épület**

Company registration number: **01-09-422264**

Tax number: **32402580-2-42**

Phone number: **+36 20 316 2757**

E-mail address: **info@bazelkabel.hu**

Website: <https://bazelkabel.hu>

Data protection contact person / responsible person:

Name: **István Kovács**

E-mail address: **info@bazelkabel.hu**

Data Protection Officer (DPO):

The Data Controller is not obliged to appoint a Data Protection Officer; therefore, **no Data Protection Officer has been appointed.**

2. Scope of the Privacy Notice – B2B Environment

This Privacy Notice applies exclusively in a **business-to-business (B2B) environment**. The services of the website are primarily intended for **legal entities** (companies, sole traders, institutions).

The processing of personal data typically concerns **natural persons acting as contact persons on behalf of legal entities**.

3. Processing of Data of Legal Entities and Their Contact Persons

The services of the website, the contact form and the newsletter subscription are primarily intended for legal entities.

During communication and contact, the Data Controller typically processes the following personal data of natural persons acting as contact persons on behalf of legal entities:

- name,

- e-mail address (typically a business e-mail address),
- phone number (typically a business phone number),
- job title / position (if provided),
- content of business-related communication linked to the legal entity.

The processing of these data does **not** serve the purpose of contacting the individual as a private person, but exclusively aims to establish and maintain business contact and communication with the legal entity.

Legal basis of processing:

- Article 6(1)(b) GDPR – taking steps prior to entering into a contract and/or performance of a contract, and/or
- Article 6(1)(f) GDPR – the legitimate interest of the Data Controller in maintaining business relationships with legal entities.

The Data Controller processes contact persons' data only to the extent necessary and does not use such data for marketing purposes directed at the contact person as a private individual without separate consent.

4. Applicable Legal Provisions

The Data Controller processes personal data in particular in accordance with the following legal provisions:

- Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation – GDPR), especially Articles 13–21;
- Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (Infotv.);
- Act XLVIII of 2008 on Business Advertising Activity (Grt.), especially regarding marketing communications;
- applicable civil law, accounting and tax legislation prescribing retention periods for certain data (e.g. invoicing and accounting documents).

5. Definitions

Personal data: any information relating to an identified or identifiable natural person (e.g. name, e-mail address, phone number, IP address).

Data subject: the natural person whose personal data are processed.

Processing: any operation performed on personal data (collection, recording, storage, transmission, deletion, etc.).

Data processor: a natural or legal person who processes personal data on behalf of the Data Controller (e.g. hosting provider, newsletter service provider).

6. Principles of Data Processing

The Data Controller ensures that personal data are processed in accordance with the following principles:

- lawfulness, fairness and transparency,
 - purpose limitation,
 - data minimisation,
 - accuracy,
 - storage limitation,
 - integrity and confidentiality,
 - accountability.
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7. Detailed Description of Data Processing Activities

7.1 Contact Form (with File Upload)

Data subjects:

Natural persons acting on behalf of legal entities who submit messages via the contact form available on the website.

Categories of personal data processed:

- name,
- e-mail address,
- phone number (if provided),
- message content,
- content of uploaded files (if they contain personal data).

Purpose of processing:

- receiving and responding to enquiries,
- preparation of offers and contracts,

- complaint handling and business communication.

Legal basis of processing:

- Article 6(1)(b) GDPR – taking steps prior to entering into a contract at the request of the data subject, and/or
- Article 6(1)(f) GDPR – the legitimate interest of the Data Controller in maintaining B2B business communication.

Source of data:

Data are provided directly by the data subject when completing the contact form.

Retention period:

- in the case of general enquiries: **1 year** from the date of response,
- in the case of enquiries related to contract conclusion: **5 years** following the termination of the contractual relationship (until the expiry of civil law limitation periods).

Files uploaded via the contact form:

The Data Controller does not request or encourage the submission of special categories of personal data (e.g. health data, political opinions, religious beliefs).

If such data are nevertheless included in uploaded files, the Data Controller shall delete them without undue delay upon becoming aware of them, unless legal obligations require otherwise.

7.2 Newsletter Subscription and E-mail Marketing (B2B)

Data subjects:

Natural persons (typically contact persons of legal entities) who explicitly subscribe to the newsletter via the website or by other means.

Categories of personal data processed:

- name (optional),
- e-mail address,
- date of subscription,
- metadata related to consent (e.g. IP address, timestamp, double opt-in confirmation).

Purpose of processing:

- sending newsletters, professional and business-related information and offers,

- informing subscribers about new products, services and updates.

Legal basis of processing:

- Article 6(1)(a) GDPR – consent of the data subject,
- in the case of existing business partners (if applied): Article 6(1)(f) GDPR – legitimate interest in promoting similar services, in compliance with the Grt.

Unsubscription:

Data subjects may unsubscribe at any time, without justification, via the “Unsubscribe” link included in each newsletter.

Following unsubscription, the e-mail address shall no longer be used for marketing purposes.

Retention period:

- until withdrawal of consent (unsubscription),
 - proof of consent may be retained for **2 years** following unsubscription for legal defence purposes.
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7.3 Website Operation, Logging, Statistics and Cookies

Data subjects:

All visitors of the website.

Categories of personal data processed:

- IP address,
- browser type and version,
- operating system,
- date and time of access,
- visited pages and URLs,
- cookie identifiers and session IDs,
- statistical data collected by analytical tools (if used).

Purpose of processing:

- ensuring the technical operation of the website,
- maintaining IT system security (logging, detection of misuse),
- preparing visitor and usage statistics,

- improving user experience.

Legal basis of processing:

- necessary and security-related cookies: Article 6(1)(f) GDPR – legitimate interest,
- statistical and marketing cookies: Article 6(1)(a) GDPR – consent via cookie banner.

Retention period:

- session cookies: until the browser is closed,
 - persistent cookies: up to **12–24 months** or until consent is withdrawn,
 - log files: **1 year**.
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8. Data Processors and Data Transfers

For certain processing operations, the Data Controller uses data processors who process personal data on behalf of and in accordance with the instructions of the Data Controller.

Typical data processors:

Hosting provider:

RackForest Zrt.

1132 Budapest, Victor Hugo utca 11. 5th floor B05001

Service: website hosting, e-mail services.

Newsletter service provider:

The Rocket Science Group LLC (Mailchimp)

Dublin, Ireland

Service: newsletter distribution and subscription management.

Website maintenance / system administration:

István Kovács

Service: website maintenance and technical support (occasional access only).

Disclosure to authorities:

In the event of a legal obligation (e.g. court or authority request), the Data Controller may disclose personal data to competent authorities in accordance with applicable laws.

9. Data Transfers Outside the European Economic Area

The Data Controller primarily processes personal data within the European Union and the European Economic Area.

At present, **no personal data are transferred to third countries or international organisations outside the EEA.**

10. Data Retention Summary

- Contact form enquiries: **1 year**
- Contract-related data: **5 years**
- Newsletter subscriptions: until withdrawal of consent
- Proof of consent: **2 years**
- Cookies: **12–24 months**
- Log files: **1 year**

Longer retention periods may apply where required by law (e.g. accounting or tax regulations).

11. Rights of Data Subjects

Data subjects have the right to:

- access their personal data,
 - request rectification of inaccurate or incomplete data,
 - request erasure (“right to be forgotten”),
 - request restriction of processing,
 - object to processing based on legitimate interest,
 - request data portability (where applicable),
 - withdraw consent at any time.
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12. Remedies

If a data subject believes that the processing of personal data infringes the GDPR or Hungarian law, they may:

- contact the Data Controller directly using the contact details above, or

- lodge a complaint with the supervisory authority:

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

1055 Budapest, Falk Miksa utca 9–11

E-mail: ugyfelszolgalat@naih.hu

Website: <https://www.naih.hu>

Data subjects also have the right to seek judicial remedy before the competent court.

13. Provision of Data and Consequences

Providing data via the contact form is voluntary; however, certain data (e.g. name, e-mail address, message content) are necessary to enable a meaningful response.

Newsletter subscription is entirely voluntary and may be withdrawn at any time.

Data required by law (e.g. invoicing data) are mandatory; failure to provide them may result in the inability to perform contractual obligations.

14. Automated Decision-Making and Profiling

The Data Controller does not carry out automated decision-making or profiling that would produce legal effects concerning the data subject or similarly significantly affect them, within the meaning of Article 22 GDPR.

15. Processing of Data of Minors

The services of the website are not intended for persons under the age of 16.

If the Data Controller becomes aware that personal data of a person under 16 have been provided without parental or legal guardian consent, such data shall be deleted without undue delay.

16. Detailed Cookie Information

wp-wpml_current_language	bazelkabel.hu	Preferences	www.bazelkabel.hu	>
CookieConsent	bazelkabel.hu	Necessary	www.bazelkabel.hu	>
_GRECAPTCHA	google.com	Necessary	www.bazelkabel.hu	>
rc::a	gstatic.com	Necessary	www.bazelkabel.hu	>
rc::c	gstatic.com	Necessary	www.bazelkabel.hu	>
rc::b	gstatic.com	Necessary	www.bazelkabel.hu	>
rc::f	gstatic.com	Necessary	www.bazelkabel.hu	>
_grecaptcha	gstatic.com	Necessary	www.bazelkabel.hu	>
maps/vt	maps.googleapis.com	Unclassified	www.bazelkabel.hu	>

17. Amendments to the Privacy Notice

The Data Controller reserves the right to amend this Privacy Notice unilaterally.

Any material changes shall be published on the website.

The “Effective date” at the beginning of this document always indicates the date of the latest version.