

**PRIVACY NOTICE CONCERNING THE PROCESSING OF PERSONAL DATA
RELATED TO THE USE OF THE SOUND WATCH FEATURE IN THE HEINEKEN
BALATON SOUND MOBILE APPLICATION**

The Sound Watch feature available in the Heineken Balaton Sound mobile application is primarily used for asking for help - via the four-digit code - anonymously, but may occur that during asking for help you necessarily provide personal data, that makes you or another data subject identifiable. In this case we will process the personal data in accordance with the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter: “**GDPR**”).

The Controller	Sziget Kulturális Menedzser Iroda Zártkörűen Működő Részvénytársaság (Sziget Cultural Management Private Company Limited by Shares, H-1033 Budapest, Hajógyári sziget hrsz. 23796/58, company registration number: 01-10-049598, tax number: 26189905-2-41, email address: dpo@sziget.hu ; hereinafter referred to as “ Controller ”).
The data protection officer’s contact details:	The data protection officer’s contact details: Mailing address: H-1033 Budapest, Hajógyári-sziget hrsz: 23796/58. Email: dpo@sziget.hu
Personal data to be processed	<ul style="list-style-type: none"> • Location of you and/ or another person who needs help, • Name of you and/ or another person who needs help, • Your comment shared via SMS, or during the phone conversation regarding your own or another person’s location, condition. • The telephone number of the person who uses the application.
Purpose of processing	Helping the visitors of the Heineken Balaton Sound Festival, and keep contact with them.
Duration of processing	Until withdrawal of the data subject’s consent; otherwise the personal data will be deleted after the assistance or after the ambulance, police has arrived (if the authority does not obligate the Controller to block the data) .
Legal basis for processing	<ul style="list-style-type: none"> • Express consent of the data subject pursuant to Article 6(1)(a) of the GDPR (by using the the Sound Watch

	<p>feature the consent is deemed as given)</p> <ul style="list-style-type: none"> the vital interests of the data subject or of another natural person who needs help pursuant to Article 6(1)(d) of the GDPR (if the data subject does not in the condition to give his or her consent.)
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Transfer

Personal data are processed by the employees of the Controller in order to achieve the abovementioned purpose, and – considering the function of the Sound Watch feature - they transfer the data to the ambulance, police, investigation authority or any other authority in order to provide further professional assistance and care.

Data processors:

BV Appmiral (seat: Scheldestraat 11, 2000 Antwerpen, Belgium, Company Registration No.: 0835.673.410) – developer of the application and operator

Crowd Connected Ltd (seat: Surrey Technology Centre, Guildford, GU2 7YG, United Kingdom, Company Registration No.: 08417106) – operator of the admin surface, optionally activated by the user on his own device

Location: European Region

Google LLC (seat: 1600 Amphitheatre Parkway Mountain View, CA 94043 United States) – performance monitoring, analytics

Location: worldwide services

Amazon Web Services EMEA SARL (seat: 38 Avenue John F. Kennedy, L-1855 Luxembourg) – server infrastructure, data storage, push notification services

Location servers: European Region > EU-West-1 (Dublin, Ireland)

Spotify USA Inc (seat: 4 World Trade Center, 140 Greenwich Street, 62nd floor, NY 10007, New York) – music services, optionally activated by the user on his own device

Location: worldwide services

Data will be transferred within the territory of the EEA or third countries complying with the GDPR.

Rights, legal remedies, complaints

Pursuant to the GDPR, during the data processing you may request access to the personal data and may request information about data processing (which will be provided by the Controller within no more than 30 days), may request rectification of personal data or their erasure (to the extent this is reasonably possible and such erasure does not affect the lawfulness of processing based on consent before its withdrawal), or the restriction of data processing, and to object to processing.

If you feel that the Controller has violated any of the legal provisions applicable to data processing, please contact us first, using any of the above contact information, or at the

following email address: dpo@sziget.hu. If this proves to be unsuccessful, you may initiate a proceeding with the **Hungarian National Authority for Data Protection and Freedom of Information** (Nemzeti Adatvédelmi és Információszabadság Hatóság, NAIH, seat: Hungary, H-1055 Budapest, Falk Miksa utca 9-11.; mailing address: 1374 Budapest, Pf. 603.; email: ugyfelszolgalat@naih.hu) or seek **judicial remedy**. (In all other matters, sections 14 to 23 of the Privacy Act and articles 15, 17, 18 and 21 of the GDPR will apply.)