

PRIVACY POLICY

(Effective from October 3, 2025, until withdrawal)

1. OUR DATA PROTECTION PRINCIPLES

We consider the protection of your personal data to be of utmost importance; therefore, the following document provides information on the data processing activities carried out by **Immerzív Művészet Nonprofit Kft.** (headquarters: 2011 Budakalász, Tanító utca 42. B. building, ground floor, door 35; e-mail: info@walkmyworldshow.com) as data controller (hereinafter referred to as the “Data Controller”), as well as the principles and rules that must be followed during such processing.

The data processing practices of Immerzív Művészet Nonprofit Kft. are fully compliant with current legislation on data protection and processing.

Primarily Applicable Legislation:

- **Regulation (EU) 2016/679 of the European Parliament and of the Council** 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, hereinafter: **GDPR**)
- **Act CXII of 2011** on the Right of Informational Self-Determination and on Freedom of Information

During the use of the website www.walkmyworldshow.hu and the utilization of our services, personal data are processed solely on the basis of your prior information and explicit consent. In addition, the Data Controller may process data only for the purpose of fulfilling a contract concluded with you, on the grounds of legitimate interest, or in compliance with an explicit legal obligation.

The Data Controller does not disclose any personal data to third parties without the data subject's (hereinafter referred to as the “User”) consent or prior notification, except where such disclosure is required by law or by a competent authority. The Data Controller takes all reasonable measures to ensure that personal data do not, under any circumstances, come into the possession of unauthorized persons.

With regard to data processing, the Data Controller hereby informs the User of the personal data processed on the Website, the principles and practices applied in processing personal data, as well as the means and options available for exercising the rights of Users.

By voluntarily using the Website and accepting the provisions of this Privacy Notice, the User acknowledges and agrees to the processing of data necessary for achieving the purposes defined herein.

Immerzív Művészet Nonprofit Kft. reserves the right to update this Notice at any time and will duly inform Users of any changes in a timely manner.

2. CATEGORIES OF PROCESSED DATA

2.1 Cookies

The purpose of using cookies is to speed up the use of the website, balance server load, or assist and simplify the use of the website through automation. Cookies are files or pieces of information sent to the visitor's web browser by the web server accessed by the visitor's device.

A cookie generally contains the name of the website it came from, its value (a randomly generated unique number), and its lifespan — i.e., how long it remains on the User's device. Cookies are stored in a file on the User's device's storage. The contents of the file can be queried at any time by the web server that sent the cookie.

Purpose of data processing: identifying Users, distinguishing Users, identifying User sessions, storing data entered there, and tracking associated with User identification.

Legal basis for data processing: based on the voluntary consent of the User.

Scope of this policy: the Users of the website.

The following types of cookies can be distinguished:

2.1.1. Essential session cookies (technical/necessary cookies):

These are indispensable for navigating the website, ensuring key functions, and accessing protected content. Such cookies do not collect information for marketing or track the visitor across websites. They are automatically deleted when the browser is closed, and the session ends. If the visitor does not accept these cookies, parts of the site may not function properly. These cookies may be lawfully used without the User's consent.

2.1.2 Statistical cookies (technical/functional cookies):

These cookies relate to the performance and development of the website, as well as to enhancing the User experience. They enable the website operator to collect information about how Users interact with the site. The information collected may include details such as which parts of the website visitors click on, how many pages they view, the duration of individual sessions, and any error messages received. Among statistical cookies, a distinction is made between persistent and

session cookies, depending on how long they are stored in the visitor's browser or device. Statistical cookies are placed on the User's device while browsing the website. They can later be deleted through the browser settings, and the User's consent is required for their use.

2.1.3 Advertising cookies (third-party/functional cookies):

The purpose of these cookies is to display advertisements that are relevant to the individual visitor on the website. These cookies collect information such as which pages the visitor has viewed, which parts of the website they clicked on, and how many websites they have visited, in order to display content that may be of interest to them. As a general rule, the placement of advertising cookies requires the User's consent.

Advertising cookies may include:

- **Meta (Facebook, Instagram) cookies:**

More information about cookies placed by **Meta (Facebook and Instagram)** is available at <https://www.facebook.com/policies/cookies/> where you can also find details on how to disable cookies.

- **Google Analytics cookies:**

Google Analytics is an analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies stored on the data subject's (User's) computer to analyze User interactions that occur on the website. The legal basis for processing data for web analytics purposes is the voluntary consent of the website User. Analytical cookies collect anonymized and aggregated data, which makes it difficult to identify the User's computer; however, such identification cannot be completely excluded.

Analytical information collected by Google Analytics cookies is transmitted to and stored on Google's servers. Google processes this information on behalf of the Data Controller in order to evaluate Users' website usage patterns, compile reports on website activity, and provide other services related to website usage to the Data Controller. Within the framework of the Google Analytics service, the IP address transmitted by the browser is not associated by Google with any other data. Google Analytics uses analytical cookies. Further information about the cookies used by Google Analytics can be found at the following link:

<https://policies.google.com>

- **Google Ads cookies:**

The website uses Google Ads (AdWords) remarketing tracking codes.

This allows visitors to the website to be later reached with remarketing advertisements on websites within the Google Display Network. The remarketing code uses cookies to tag visitors. Users of the website can disable these cookies by visiting the Google Ads Settings Manager and following the instructions provided there. After doing so, they will no longer receive personalized offers from the Service Provider. Further information about the cookies used by Google can be found at the following link: <https://policies.google.com/technologies/ads>

- **Emarsys cookies:**

The Web Extend JavaScript commands collect and store website browsing behavior in our own database for an unlimited period of time. However, this data is always **anonymous or pseudonymized**, and **cannot be exploited by any third party** in the event of a security breach. In the absence of additional identification measures, the processing of such data **is not restricted by the GDPR**.

2.1.4. Social media cookies (third-party/functional cookies):

The purpose of these cookies is to provide the social media services used on the website for the visitor, for example, when the visitor shares content from the website on Facebook, X (formerly Twitter), or another social media platform, when they link their account with social media content, or when content stored by a social media service provider appears on the website through plug-ins (add-on programs) provided by that service provider. Social media service providers may collect data through these cookies about how the visitor uses the social media services they provide and what content the visitor shares, in order to display content that may be of interest to the visitor. Therefore, the User's consent is required for the operation of these cookies.

Information about the cookies placed on the website can be found at the following links:

- **Google:** <https://support.google.com/analytics/answer/7667196?hl=en>
- **Meta:** <https://www.facebook.com/policies/cookies/>
- **TikTok:** <https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en>
- **Pinterest:** <https://policy.pinterest.com/en/cookies>

- **YouTube:**

https://www.youtube.com/intl/ALL_en/howyoutubeworks/User-settings/privacy/

- **X (Twitter):** <https://help.twitter.com/en/rules-and-policies/twitter-cookies>

2.1.5. Other third-party external cookies (third-party/convenience cookies):

In addition to the above, operators of other services that are not in a contractual relationship with the operator of the given website may also place cookies on the website independently of the website operator, for the purposes of their own operations. Such cookies refer to those belonging to a domain other than the one appearing in the browser's address bar of the website visited by the User, regardless of any consideration as to whether that organization qualifies as an independent data controller.

Type of Data Processed:

Technical data (depending on the specific cookie, but at most) from the data subject, including:

- Domain name
- Date and time of the visit
- HTTP response code
- Pages visited
- Individual page settings
- Operating system and its version number
- Browser and its version number
- Screen resolution

The above data are automatically logged by the Website.

Duration of Data Processing:

The duration of data processing depends on the specific cookie, calculated from the time of logging. However, under no circumstances shall the duration of data processing exceed five (5) years from the time of logging.

MANAGING COOKIES

Most internet browsers are set to accept cookies by default. The available options depend on the browser and operating system used. Each browser provides the possibility to manage cookies in its settings. Information on how

to do this can be found in the browser's help menu and at the links below, which contain detailed guidance on the available settings.

- Internet Explorer: <https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>
- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge>
- Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: <https://support.apple.com/en-us/HT201265>
- Opera: <http://help.opera.com/Windows/10.20/hu/cookies.html>

DELETION OF COOKIES

The data subject has the right to delete cookies from their own computer or to disable the use of cookies in their browser. Cookie management is generally available in the **Tools/Settings** menu of browsers, under **Privacy/History/Custom Settings**, usually labeled as **cookies**, **tracking**, or similar. However, the Data Controller draws attention to the fact that the process for deleting cookies may vary depending on the browser used.

The use of cookies does **not** involve the collection, processing, or use of personal data for the purpose of identifying the data subject. The data collected in this manner are **not suitable for identifying** the data subject.

LEGAL BASIS FOR THE PROCESSING OF COOKIES

1. The legal basis for the processing of essential session (session-ID) cookies (Section III.1) is Article 6(1)(e) of 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), as well as Section 9(1) point 2 of Government Decree No. 182/2022 (V.24.) on the duties and powers of members of the Government.
2. The legal basis for the processing of statistical and advertising cookies, as well as social media and other third-party cookies (Sections III.2–5), is Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (GDPR), i.e., the consent of the data subject.

In practice, this consent is given by the User when pressing the “Allow” button in the pop-up window displayed at the bottom of the website upon visiting it.

RIGHTS OF THE DATA SUBJECT

In relation to technical cookies:

The User is entitled, in connection with technical cookies, to exercise the rights of access, rectification, erasure, restriction of processing, and objection. Further details on these rights can be found in Section 3 of the Data Protection Notice below.

In relation to third-party cookies:

The User is entitled, in connection with third-party cookies, to exercise the rights of access, rectification, erasure, restriction of processing, data portability, and withdrawal of consent. Further information on these rights is available in Section 3 of the Data Protection Notice below.

ENFORCEMENT, COMPLAINT, AND REMEDY OPTIONS

In the event of any infringement related to the processing of their personal data, or in order to exercise their rights, the User may avail themselves of the options described in detail in Sections 3 and 4 of the Privacy Policy.

2.2 TICKET PURCHASE

During the ticket purchase process, the Data Controller processes the data you provide for the purpose of fulfilling the contract concluded with you (e.g., notifying you of a cancelled performance or managing ticket refunds).

Scope of data processed: name, title, e-mail address, postal address, and telephone number.

Duration of data processing: 5 years from the date of ticket purchase.

Legal basis for data processing: performance of a contract concluded through the ticket purchase (Article 6(1)(b) of the GDPR).

In accordance with our obligation to issue receipts or invoices, we are required to retain the personal data you provide that are necessary to meet our financial and accounting obligations for the period specified in the relevant financial legislation.

Duration of data processing: retention period prescribed by the applicable financial regulations.

Legal basis for data processing: compliance with a legal obligation to which the Data Controller is subject (Article 6(1)(c) of the GDPR).

We believe that if you have purchased a ticket for one of our performances, you may also be interested in our future programmes. Therefore, we may send you information about upcoming events to the e-mail address you provided during the ticket purchase.

Duration of data processing: up to 1 year from the date of purchase.

Legal basis for data processing: the Data Controller's legitimate interest based on the contract established through the ticket purchase (Article 6(1)(f) of the GDPR).

You have the right to object to such data processing by sending a request to info@walkmyworldshow.com.

2.3. CREATION OF IMAGE AND AUDIO RECORDINGS

By entering the area of the Walk My World production, you expressly acknowledge and accept that image and audio recordings may be made within the premises or halls of the production, in which you may appear as a visitor. By participating, you consent to the Data Controller's use of such recordings in connection with its cultural activities. You may not assert any claims against the Data Controller, the organizers, the creators of the recordings, or any third parties lawfully using the recordings for such purposes.

3. SPECIFIC DATA PROCESSING ACTIVITIES CARRIED OUT BY IMMERZÍV NONPROFIT KFT.

- Newsletter subscription: consent-based processing of name and e-mail address to send updates on events, promotions, and news.
- Social media activity: data (public profiles, interactions) are processed under platform privacy rules and User consent.
- Customer communication: inquiries handled via the contact form or direct messages are retained for 5 years.
- Job applications: data provided in CVs or motivation letters processed for 1 year unless consent for longer retention is granted.
- Feedback surveys: voluntarily completed questionnaires after performances retained for 1 year.
- Pre-event emails: logistical updates sent to ticket holders and deleted within 30 days after the event.

3.1 Newsletter Distribution

Purpose of data processing: To send electronic newsletters in order to provide regular updates about the current events, services, promotions, discounts, new content, and other relevant news of Immerzív Művészet Nonprofit Kft.

Legal basis for data processing: The data subject's voluntary consent pursuant to Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR), and Section 6(1) of Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Commercial Advertising Activities.

Scope of data subjects: Natural persons who voluntarily subscribe to the newsletter of Immerzív Művészet Nonprofit Kft.

Types of personal data processed: Name and e-mail address.

Source of personal data: Provided directly by the data subject during the newsletter subscription process.

Duration of data processing: Until the withdrawal of the data subject's consent (i.e., unsubscription). In the event of withdrawal of consent, the data will be deleted without undue delay.

3.2 Presence on Social Media Platforms

Purpose of data processing: To facilitate communication and interaction with the audience, to inform Users about the activities and events of Immerzív Művészet Nonprofit Kft., and to ensure marketing and communication visibility on social media platforms.

Legal basis for data processing: The User's voluntary consent pursuant to Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR), as well as the terms of use and data protection policies of the respective social media platforms (e.g., Facebook, Instagram).

Scope of Users: Natural persons who follow, interact with (e.g., like, comment, share, send messages), or otherwise engage with the social media pages operated by Immerzív Művészet Nonprofit Kft. (e.g., the *Walk My World* Facebook or Instagram pages).

Types of personal data processed: Personal data publicly shared by the User on social media platforms, in particular: name, profile picture, public e-mail address, comments, reviews, other content (e.g., shared posts, reactions), as well as any personal data provided by the User through direct messages.

Source of personal data: Provided directly by the User through their social media account, in accordance with the platform's terms of use.

Duration of data processing: Until the withdrawal of the User's consent, the termination of their presence on the respective social media page, or the deletion of the User interaction (e.g., removal of comments, likes, or unfollowing). The social media service provider (e.g., Meta/Facebook) is responsible for its own data processing practices.

3.3 Contact and Customer Correspondence

Purpose of data processing: To handle, respond to, and record inquiries, feedback, complaints, and other messages related to the services of Immerzív Művészet Nonprofit Kft., as well as to document customer interactions if necessary.

Legal basis for data processing: The User's voluntary consent pursuant to Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

Scope of Users: Natural persons who contact Immerzív Művészet Nonprofit Kft. through the "Contact" section of the <https://walkmyworldshow.hu> website or via other available communication channels.

Types of personal data processed: Name, e-mail address, date and time of message submission, content of the message (e.g., inquiry, complaint, feedback), as well as any additional personal data voluntarily provided by the User.

Source of personal data: Provided directly by the User when sending the message.

Duration of data processing: Five years from the receipt of the message, after

which the data will be deleted unless retention is required by law (e.g., in case of a legal dispute or administrative procedure).

3.4 Job Applications

Purpose of data processing: To conduct the recruitment process for open positions at Immerzív Művészet Nonprofit Kft. and to assess the professional suitability of applicants.

Legal basis for data processing: The User's voluntary consent pursuant to Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

Scope of Users: Natural persons applying for job positions advertised by Immerzív Művészet Nonprofit Kft.

Types of personal data processed: Name, place and date of birth, address, residence, e-mail address, telephone number, as well as photographs, cover letters, CVs, applications, and any other data provided therein that are relevant to the establishment, performance, or termination of an employment relationship.

Source of personal data: Provided directly by the User during the application process.

Duration of data processing: One year from the submission of the application, after which the data will be deleted, unless the User has given explicit consent for longer retention.

3.5 Satisfaction Survey

Purpose of data processing: To continuously improve the quality of the *Walk My World* performances and enhance the audience experience, Immerzív Művészet Nonprofit Kft. collects voluntary feedback from attendees. After each performance, participants are invited to complete a short online questionnaire focusing primarily on satisfaction-related aspects.

Legal basis for data processing: The User's voluntary consent pursuant to Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

Scope of Users: Spectators who have attended a *Walk My World* performance and voluntarily complete the questionnaire sent to them after the event.

Types of personal data processed: Name, e-mail address, answers to the questionnaire (if they contain personal data), date and time of completion, and any other personal data voluntarily provided by the User – including potentially sensitive data (e.g., information relating to health status or beliefs, if included in responses).

Source of personal data: Provided directly by the User during the voluntary completion of the questionnaire.

Duration of data processing: One year from the date of completion of the questionnaire, after which the data will be permanently deleted.

3.6 Pre-Performance Information Email

Purpose of data processing: To ensure the smooth organization of the *Walk My World* performance and to enhance the visitor experience, Immerzív Művészet Nonprofit Kft. sends informational e-mails to ticket holders prior to the performance.

The e-mail contains practical details and useful information about the event (e.g., venue, arrival time, and other relevant notes).

Legal basis for data processing: Processing necessary for the performance of a contract pursuant to Article 6(1)(b) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

Scope of Users: Natural persons who have purchased a valid ticket for a performance organized by Immerzív Művészet Nonprofit Kft.

Types of personal data processed: Name, e-mail address, date of ticket purchase, performance date, and performance venue.

Source of personal data: Provided directly by the User during the ticket purchase process.

Duration of data processing: Until 30 days after the date of the performance, after which the data processed for this purpose will be deleted, unless further processing is required under another legal basis (e.g., accounting obligations).

4. RIGHTS OF USERS AND THE MEANS OF THEIR ENFORCEMENT

We receive correspondence related to the requests below via e-mail at info@walkmyworldshow.com.

You may request at any time that the Data Controller inform you whether it processes your personal data, and if so, provide appropriate access to the personal data it processes. If you find that the personal data processed about you are not accurate, you may request their rectification.

You may request the erasure of your personal data processed by the Data Controller at any time. The request for erasure may be refused (i) for exercising the right to freedom of expression and information, (ii) where the processing of personal data is required or authorized by law, or (iii) where the processing is necessary for the establishment, exercise, or defense of legal claims, or for the protection of legitimate interests. The Data Controller will in all cases inform you of the refusal of your erasure request, indicating the reason for such refusal. Once personal data are erased, they cannot be restored.

You may request that the Data Controller restrict the processing of your personal data if you contest the accuracy of the personal data. In such cases, the restriction shall apply for the period necessary to verify the accuracy of the personal data. You may also request restriction of processing if the processing is unlawful or the purpose of processing has already been fulfilled, but you object to the erasure of the personal data and instead request the restriction of their use.

The personal data you have provided and which are processed by automated means by the Data Controller shall, upon your request, be provided to you in a structured, commonly used, and machine-readable format, and/or transmitted to another data controller.

You may object at any time to the processing of your personal data (i) if the processing of personal data is necessary solely for compliance with a legal obligation applicable to the Data Controller, or for the purposes of the legitimate interests

pursued by the Data Controller or by a third party; (ii) if the processing is carried out for direct marketing, opinion polling, or scientific research purposes; or (iii) if the processing is carried out for the performance of a task carried out in the public interest. The Data Controller shall examine the legality of your objection, and if it finds that the objection is well-founded, shall terminate the processing of your personal data.

5. DATA PROCESSORS

Personal data may be processed on behalf of the Data Controller by data processors who have a contractual relationship with the Data Controller. The data processor may not make independent decisions regarding the data and may act solely in accordance with the provisions of the contract concluded with the Data Controller and the instructions received from the Data Controller. Our data processors have been selected to ensure the highest possible level of security for your personal data throughout the data processing activities.

Each partner performing data processing on behalf of the Data Controller is required to provide a contractual declaration confirming compliance with applicable data protection laws, and may only process data on behalf of the Data Controller once such declaration has been duly provided.

Our data processor: Interticket Kft.

6. OTHER DATA PROCESSING ACTIVITIES

For any data processing not listed in this Privacy Notice, we will provide information at the time the data are collected.

We inform Users that courts, prosecutors, investigating authorities, misdemeanor authorities, administrative authorities, the National Authority for Data Protection and Freedom of Information, or other bodies authorized by law may contact the Data Controller for the purpose of requesting information, disclosure, transfer of data, or access to documents.

Immerzív Művészet Nonprofit Kft. will disclose personal data to authorities only to the extent and in the manner strictly necessary to achieve the specific purpose of the official request, provided that the requesting authority has clearly specified the purpose and the scope of the requested data.

7. LEGAL REMEDIES

If you require further information, please contact us at info@walkmyworldshow.com or by post at **1300 Budapest, Pf. 175.**

If you have a complaint regarding the processing of your personal data, you may contact the **National Authority for Data Protection and Freedom of Information** (Nemzeti Adatvédelmi és Információszabadság Hatóság) at:

- **Address:** 1055 Budapest, Falk Miksa utca 9–11.
- **Postal address:** 1363 Budapest, Pf. 9
- **Telephone:** +36 1 391 1400
- **Fax:** +36 1 391 1410
- **Email:** ugyfelszolgalat@naih.hu
- **Website:** www.naih.hu

If your rights are infringed, you have the right to seek judicial remedy. The case falls within the jurisdiction of the competent regional court. You may, at your discretion, initiate proceedings before the regional court having jurisdiction over your place of residence or place of stay.

The Data Controller reserves the right to unilaterally amend this Privacy Notice at any time. Should such an amendment involve changes to the principles or purposes of data processing, the Data Controller will obtain the User's prior consent before continuing the data processing.