

Privacy Notice

HBM

Last updated: March 14, 2023

Intro

HBM Europe Kft. (“HBM” or “we”) welcomes you.

We have created this Privacy Notice (“Privacy Notice”) to ensure your right to information. It describes how your personal data is processed and informs you about who processes your personal data, for what purpose and how.

The Privacy Notice applies to our website, available following the link www.hbm.ai (“Website”).

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About us

Name	HBM Europe Kft.
Address	1053, Hungary, Budapest, Kalvin ter 4.4. emelet 5.
Email	contact@hbm.ai – for general and privacy issues
Phone number	+36 704 195 335

About you

When you visit our Website, you become our user (“User”).

Visitor	User, who visits our Website.
Potential Client	User, who fills out the form on the Website.
Job Applicant	User, who applies to our open position.
Please note! We do not knowingly process the personal data of Users under age 18. If you are such a User or you are the legal representative of such a User, please, contact us.	

Personal data we process

We receive data when you visit our Website.

The data we collect and process using the Website is divided into categories:

- Visitors' data (automatically-collected)
- Potential Clients' data
- Job Applicants' data
- Webinar Participants' data

We may also, although we do not necessarily do so, receive data from third parties. It all depends on your settings and the features you use. For example, we may receive data if you communicate with us through social networks or allow the use of cookies from third parties.

Legal basis for processing

We may process personal data on the following lawful basis:

- performance of the contract — for the processing of personal data necessary for the conclusion (including negotiating on it) and performance of a contract;
- legal obligation — for the processing necessary to comply with the law;
- legitimate interest — for the processing reasonable for the User and necessary for the development of our services;
- consent — for additional processing for certain purposes (read more below).

Visitors' data (automatically-collected)

When you surf our Website as a Visitor, some data is collected automatically. We need technical data to operate, support and improve our Website's functionality.

Type of data	Description	Reasons for processing	Legal basis
Necessary technical data	Information about your visits and use of the Website, including the source of the links, the time and	The smooth operation of the Website	Legitimate interest

	duration of the visit, and navigation.		
Necessary cookies	Information that is necessary for the operation of the Website.	Improving your experience using the Website	Legitimate interest
Marketing cookies	Marketing information used to match relevant advertising to you.	Marketing	Consent
Preference cookies	Information that is necessary for the operation of some services on the Website.	The operation of some services on the Website	Consent
Data storage			
Data that is processed based on legitimate interest		Stored during the use of the Website and for 2 years from the last visit	
Data that is processed based on your consent		Stored during use of the Website and for 2 years from the last visit	
		Until the consent withdrawal	

Potential Clients' data

Type of data	Description	Reasons for processing	Legal basis
From "Contact us" form	<ul style="list-style-type: none"> name; telephone number; email; your message. 	Contacting us	Performance of the contract
From "Schedule a meeting" via the Website	<ul style="list-style-type: none"> name; email; your message; time zone; preferable time and date for a meeting. 	Contacting us	Performance of the contract
Data storage			
Data that is processed based on the performance of the contract		Stored during communication and for 2 years after	

Job Applicants' data

Type of data	Description	Reasons for processing	Legal basis
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From “Apply now” form	<ul style="list-style-type: none"> ● name; ● email; ● telephone number; ● link to your LinkedIn profile; ● link to your CV and data from CV. 	Communication regarding selection for a position	Performance of the contract
Data storage			
Data that is processed based on the performance of the contract		Stored during communication and for 2 years after	

Webinar Participants’ data

Type of data	Description	Reasons for processing	Legal basis
From “Register” form	<ul style="list-style-type: none"> ● name; ● email; ● company; ● position; ● telephone number. 	Communication regarding webinar	Performance of the contract
Data storage			
Data that is processed based on the performance of the contract		Stored during communication and for 2 years after	

Data received from third parties

We may receive some personal data from third parties.

The amount of data collected, the purposes, and the legal basis for processing is determined by the respective privacy documents of these parties:

Category of third parties	Purpose
Analytics tools	We use various analytics tools to understand and promote our business. To get a detailed list of analytics tools, contact us.
Social networks	We use various social networks to spread information about our activities. To get a detailed list of social networks, contact us.
Messengers	We use different messengers to communicate with you in ways that are convenient for you. To get a detailed list of messengers, contact us.

CRM systems	We use various CRM systems to develop our public organisation. To get a detailed list of CRM systems, contact us.
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Data transfer

We transfer your data on the following grounds:

1. Performance of a contract. We may transfer your data to our contractors and partners for contractual purposes.
2. Consent. We may transfer your personal data based on your explicit consent.
3. Compliance with the law. We may disclose your personal data to third parties to the extent that it is necessary:
 - to comply with a government request, court order, or applicable law;
 - to prevent unlawful use of our Website or policies;
 - to protect against claims of third parties;
 - to help prevent or investigate fraud.
4. Transfer to third parties. We may transfer your personal data to third parties based on a data processing agreement, subject to the application of technical and organisational measures to protect your personal data. We may share data with certain companies, consultants and contractors hired to provide certain services on our behalf.

Please note! We will ask for your consent if the transfer of data is not part of the contract.

Data protection

We apply a variety of security measures appropriate to the risks.

Organisational measures	
Staff training	Internal policies and guidelines
Non-disclosure agreements (NDA)	

Physical measures
Restricted access to premises

Technical measures	
Encryption technologies	Two-factor authentication
Backups	Firewalls

Your rights

Our Users have the following rights:

Right	Description
Right to access.	You can request an explanation of the processing of your personal data.
Right to rectification.	You can change the data if it is inaccurate or incomplete.
Right to erasure.	You can send us a request to delete your personal data from our systems. We will remove them unless otherwise provided by law.
Right to restrict the processing.	You may partially or completely prohibit us from processing your personal data.
Right to data portability.	You can request all the data you provided to us and request to transfer data to another controller.
Right to object.	You may object to the processing of your personal data.
Right to withdraw consent.	You can withdraw your consent at any time.
Right to file a complaint.	If your request was not satisfied, you could file a complaint to the regulatory body.

To exercise your rights, please contact us. If your request was not satisfied, you can submit a complaint to your local Data Protection Authority. You may find it [here](#).

Cookies

We use cookies that are needed for the Website's operation. By using cookies, we receive automatically collected data. You can read more in our Cookies Policy.

If you want to disable cookies, you can find instructions for managing your browser settings at these links:

Internet Explorer	Microsoft Edge	Vivaldi	Firefox
Chrome	Safari	Opera	Brave

Privacy Notice updating

The Privacy Notice and the relationships falling under its effect are regulated by General Data Protection Regulation. Existing laws and requirements for processing personal data are subject to change. In this case, we will publish a new version of the Privacy Notice on our Website.

If significant material changes are made to our Website that may affect your privacy and confidentiality, we will notify you by displaying information on the main page of our Website and ask for your consent if necessary.