PRIVACY NOTICE

Newsletters and personalised marketing communications

This notice explains how Darts Event Kft. processes your personal data when it sends newsletters and personalised marketing communications. (GDPR Articles 12(1) and 13)

1. CONTROLLER DETAILS

Table 1. Controller identification and contact details

Controller name	Darts Event Kft. (the “Controller”)
Registered office	1053 Budapest, Ferenciek tere 2., 1st floor, door 8, Hungary
Company registration number	01-09-350989
Email address	backoffice@dartsevent.hu

2. NEWSLETTERS

2.1. The Controller sends subscribers email newsletters about the darts events it organises, ticket sales, presale opportunities and related offers. (GDPR Article 6(1)(a) and Grt. section 6(1)) Newsletters are sent from hirlevel@dartsevent.hu.

3. INSTANCES OF PROCESSING

3.1. Newsletter subscriptions and delivery

3.1.1. Newsletters may include event announcements, information about when tickets go on sale and the applicable terms, invitations to take part in presales, and offers relating to the Controller’s events and activities. This notice covers processing from subscription and delivery through to withdrawal of consent. (GDPR Article 13(1)(c))

3.1.2. Purpose of processing. To keep subscribers informed by email and maintain subscription records. (GDPR Articles 5(1)(b) and 7(1), and Grt. section 6(5))

3.1.3. Lawful basis. Your freely given consent under Article 6(1)(a) of Regulation (EU) 2016/679 (the General Data Protection Regulation, or GDPR), taking into account section 6 of Hungarian Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Commercial Advertising Activities (Grt.).

Table 2. Personal data processed for newsletter delivery

Personal data processed	Purpose of processing
Email address	To deliver the newsletter, identify the recipient and record unsubscribe requests. For personalised newsletters, the email address also ensures that the selected content reaches the intended recipient.
Surname	To record who gave consent.
First name	To record who gave consent.

Personal data processed	Purpose of processing
Date and source of subscription, and wording or version of the consent statement	To demonstrate that consent was given.
Delivery and unsubscribe data	To manage mailings and the mailing list.

3.1.4. Duration of processing. The Controller processes the data until you withdraw consent or it discontinues the newsletter, whichever comes first. (GDPR Articles 5(1)(e) and 13(2)(a))

3.1.5. What happens if you do not provide the data. You need to provide an email address to subscribe. You will receive the newsletter only if you subscribe. Subscription is optional and is not a condition of buying tickets. (GDPR Articles 7(4) and 13(2)(e), and Grt. section 6(2))

3.1.6. Source of the personal data. We collect personal data from you. When you consent to receive newsletters through Dartsticket, the Controller processes the data needed to send them using Brevo. The Controller may use existing subscribers' data to send newsletters covered by the consent they gave. See Table 2. (GDPR Articles 5(1)(b) and 7(1))

3.2. Unsubscribing from the newsletter

3.2.1. You may withdraw your consent at any time, free of charge and without giving a reason. Use the unsubscribe link in the newsletter, email backoffice@dartsevent.hu or write to the Controller at its registered office. Withdrawal does not affect the lawfulness of processing carried out before you withdrew your consent. (GDPR Article 7(3) and Grt. section 6(3) and (6))

3.2.2. Once you withdraw consent, the Controller promptly removes your data from the newsletter consent register and stops sending newsletters to the relevant email address. (Grt. section 6(3) and (5))

3.2.3. If you unsubscribe by email or post, you may specify the email address at which you receive the newsletter. If you subscribed using more than one address, you may specify which addresses you wish to unsubscribe.

3.2.4. Honouring unsubscribe requests after subsequent imports. After you unsubscribe, the Controller keeps your email address and your suppression status on Brevo's blocklist so that you do not receive newsletters again if a mailing list is subsequently imported. The lawful basis is the Controller's legitimate interest in honouring unsubscribe requests in future mailings (GDPR Article 6(1)(f)). The Controller retains these data for as long as the address could be re-imported from a source mailing list. You may object to this processing by contacting the Controller.

3.3. Handling of unique presale and offer codes

3.3.1. If the Controller sends a unique presale or offer code in a newsletter, it links the code to the recipient's email address in Brevo. If the code can only be redeemed through a specific user account, the Controller links the code to the email address associated with that account. This ensures that the code is included in the email sent to the correct recipient. See Table 3. (GDPR Article 5(1)(b) and (c))

Table 3. Personal data processed to send unique presale and offer codes

Personal data processed	Purpose of processing
Email address	To assign the presale or offer code to the correct recipient and deliver it. If the code is tied to a user account, the email address associated with that account is used.

Personal data processed	Purpose of processing
Unique presale or offer code assigned to the recipient	To insert the assigned code into the email sent to the recipient.

3.3.2. Lawful basis. The lawful basis for sending codes by email is your consent to receive newsletters covering this type of communication under Article 6(1)(a) of the GDPR. Where an offer is personalised using ticket purchase data, the consent described in section 3.7 applies.

3.3.3. Retention period. The Controller keeps the link between your unique code and your email address until the relevant presale or offer redemption period ends. It then deletes the link from Brevo and from its campaign list. (GDPR Articles 5(1)(e) and 13(2)(a))

3.4. Processor and data transfers

3.4.1. The Controller uses Brevo to send newsletters. Brevo acts as a processor and follows the Controller's instructions when managing mailing lists, sending emails, monitoring delivery, handling unique presale and offer codes, and processing unsubscribe requests. (GDPR Articles 4(8), 13(1)(e) and 28) See Brevo's guidance on accessing its data processing agreement.

3.4.2. The processor is BREVO (SAS, formerly Sendinblue SAS). Its registered office is at 17 rue Salneuve, 75017 Paris, France. Its SIREN registration number is 498 019 298. Brevo stores the databases used for the service in the European Union. Section 3.4.4 covers transfers outside the European Economic Area.

3.4.3. Processing is governed by the data processing agreement between the Controller and the service provider under Article 28 of the GDPR. The service provider may engage subprocessors in accordance with that agreement and the GDPR. (GDPR Article 28(2)–(4))

3.4.4. Where personal data are transferred outside, or accessed from outside, the European Economic Area (EEA), Chapter V of the GDPR applies. You may contact the Controller to ask about the safeguards in place. (GDPR Articles 44–49)

Table 4. Personal data processed using Brevo

Personal data processed	Specific purpose of processing
Surname and first name	To identify the recipient and personalise the greeting where appropriate.
Email address	To deliver newsletters and personalised emails and to manage unsubscribe requests.
Unique presale or offer code assigned to the recipient	To manage and deliver the code linked to the recipient's email address, as described in section 3.3.

3.4.5. Table 4 sets out the contact details and unique codes assigned to recipients that are processed in Brevo for email communications. Section 3.3 covers unique presale and offer codes, and section 3.5 covers newsletter analytics. (GDPR Articles 13(1)(e) and 28)

3.5. Tracking newsletter opens and link clicks

3.5.1. To assess the performance of its newsletters, the Controller uses Brevo to track newsletter opens and link clicks at recipient level. Brevo records whether you opened the newsletter, whether you clicked a link and, if so, which link you clicked.

3.5.2. Delivery monitoring tells the Controller whether an email was sent successfully or rejected by the recipient's email system. Open and click data are processed separately for newsletter analytics. (GDPR Article 13(1)(c))

3.6. Data security

3.6.1. The Controller protects personal data through technical and organisational measures in accordance with Article 32 of the GDPR. When deciding on these measures, it considers the nature of the data, the circumstances of the processing and the risks to individuals.

3.6.2. The Controller limits access to newsletter data to people who need it to carry out their duties. The processor handles personal data in accordance with the Controller's instructions and the data processing agreement. (GDPR Articles 28(3) and 32(4))

3.7. Using ticket purchase data to personalise communications

3.7.1. With your consent, the Controller uses your name, email address and ticket purchase data to tailor event recommendations, ticket sale updates and promotions. The Dartsticket ticket sales privacy notice explains how personal data are processed to handle ticket purchases and admission to events. (GDPR Articles 5(1)(b) and (c), and 13(1)(c))

Table 5. Personal data used for personalised communications and the purposes of processing

Personal data processed	Specific purpose of processing
Email address	To identify you, link your ticket purchase to your user account and send personalised information and offers by email.
Dates and amounts of purchases linked to the email address	To select relevant events and offers based on your purchase history.
Ticket type	To establish the admission rights attached to the ticket category and select offers tailored to that ticket type.
Date of ticket purchase	To verify the purchase and time offers based on previous purchases.
Event name	To identify the event for which the ticket was purchased and recommend related events based on past purchases.
Section, table or seat shown on the ticket, where applicable	To establish admission rights and the location assigned to the ticket and to select offers relevant to the chosen location or section.
Ticket validity period	To establish the event day or period for which the ticket grants admission and select related offers.
Surname and first name	To identify you and ensure your data are associated with the correct recipient.

3.7.2. Lawful basis. Personalised marketing is based on your prior, freely given consent. Consent to personalised marketing is separate from consent to receive newsletters. (GDPR Articles 4(11), 6(1)(a) and 7, and Grt. section 6(1)–(3))

3.7.3. Source and recipients of personal data. The Controller selects recipients using ticket purchase data held in the Dartsticket ticketing system. It shares the selected recipients' surnames, first names and email addresses with Brevo to send the emails. Section 3.4 explains Brevo's role as a processor. If an offer

includes a unique code, section 3.3 describes how the code is processed in Brevo. (GDPR Articles 5(1)(c), 13(1)(e) and 28)

3.7.4. How communications are personalised. The Controller selects recipients by event and ticket type and, where relevant, by section, table or seat purchased. You may receive event recommendations, ticket sale updates or related add-on offers, gifts or discounts for your ticket or event. You can object to direct marketing at any time as set out in section 4.6. (GDPR Article 21(2)–(4))

3.7.5. Duration of processing and withdrawal of consent. The Controller uses the data for personalised marketing until you withdraw your consent. You may withdraw your consent at any time, free of charge, by contacting the Controller. You may object at any time to direct marketing, including related profiling. If you withdraw consent or object, the Controller stops processing your data for the relevant purpose. (GDPR Articles 7(3), 13(2)(a) and (c), and 21(2) and (3))

3.7.6. What happens if you do not consent. Consent is optional. Without it, you will not receive updates or promotions tailored to your ticket purchase data. You may still buy tickets and attend events. (GDPR Articles 7(4) and 13(2)(e))

4. YOUR RIGHTS

You may exercise the rights set out below by contacting the Controller. You may also withdraw consent using the unsubscribe link in the newsletter. (GDPR Articles 7(3) and 12(2))

4.1. Right to information and access

4.1.1. You may ask the Controller to confirm whether it processes your personal data. If it does, you may request access to those data and to the information listed in Article 15 of the GDPR, and obtain a copy of the personal data being processed.

4.1.2. Under the right of access, you may obtain information about the purposes of processing, categories of personal data, recipients, the planned retention period or the criteria used to determine it, and your rights in relation to the processing. If the Controller obtained the data from another source, you may also request any available information about that source. (GDPR Article 15(1))

4.2. Right to rectification

4.2.1. You may ask the Controller to correct inaccurate personal data and complete incomplete personal data. (GDPR Article 16)

4.2.2. You may provide a supplementary statement to complete incomplete data. You may specify in your request which information is incorrect and what it should say. (GDPR Article 16)

4.3. Right to restriction of processing

4.3.1. You may request restriction of processing in the circumstances set out in Article 18 of the GDPR, for example while the accuracy of disputed data is being verified.

4.3.2. You may also request restriction if the processing is unlawful and you prefer restriction to erasure, or if the Controller no longer needs the data but you require them for the establishment, exercise or defence of legal claims. While processing is restricted, the data may be stored and may otherwise be processed only in the circumstances set out in Article 18(2) of the GDPR. The Controller will inform you before lifting the restriction. (GDPR Article 18(1)–(3))

4.4. Right to erasure

4.4.1. You may request erasure of your personal data under the conditions set out in Article 17 of the GDPR, including where you withdraw consent and there is no other lawful basis for processing.

4.4.2. You may also request erasure if, for example, the data are no longer needed for their original purpose, the processing is unlawful, or you object to processing for direct marketing. The exceptions in Article 17(3) of the GDPR may apply, for instance where processing is necessary to comply with a legal obligation or to exercise a legal claim. (GDPR Article 17(1) and (3))

4.5. Right to data portability

4.5.1. Subject to Article 20 of the GDPR, you may receive the personal data you provided in a structured, commonly used and machine-readable format and, where technically feasible, have those data transmitted directly to another controller.

4.5.2. This right applies to processing by automated means that is based on consent or on a contract. Exercising it must not adversely affect the rights and freedoms of others. (GDPR Article 20(1) and (4))

4.6. Right to object to direct marketing

4.6.1. You may object at any time to the processing of your personal data for direct marketing. If you object, the Controller will stop processing your data for that purpose. (GDPR Article 21(2) and (3))

4.7. Exercising the rights of a deceased data subject

4.7.1. After a data subject dies, a person specified in section 25 of Hungarian Act CXII of 2011 on the Right to Informational Self-Determination and on Freedom of Information (Infotv.) may exercise the deceased person's rights under the conditions set out in that section.

4.7.2. A person authorised by the deceased may act within five years of the death on the basis of a declaration of the kind specified in the Act. In the absence of such a declaration, a close relative may exercise the rights specified in section 25 of the Infotv., subject to the conditions set out there. (Infotv. section 25(1)–(3))

4.8. Right to withdraw consent

4.8.1. You may withdraw your consent to receive newsletters at any time as described in section 3.2. The right to withdraw consent applies to processing based on consent. (GDPR Article 7(3) and Grt. section 6(3))

5. HANDLING REQUESTS AND RESPONSE DEADLINES

5.1. You may submit a request by emailing backoffice@dartsevent.hu or writing to the Controller at its registered office. The Controller will tell you what action it has taken without undue delay and no later than one month after receiving your request. It may extend this period by a further two months, taking into account the complexity and number of requests. If it does so, it will inform you of the extension and the reasons for it within the first month. (GDPR Article 12(2) and (3))

5.2. If the Controller takes no action on your request, it will inform you within one month of the reasons and of your right to lodge a complaint and seek a judicial remedy. If it has reasonable doubts about the identity of the person making the request, it may ask for additional information needed to confirm their identity. (GDPR Article 12(4) and (6))

5.3. You can generally exercise your rights free of charge. If a request is manifestly unfounded or excessive, the Controller may charge a reasonable fee or refuse to act under Article 12(5) of the GDPR. The Controller must be able to show that the request is manifestly unfounded or excessive.

5.4. If you make a request electronically, the Controller will respond electronically where possible, unless you ask otherwise. The Controller will notify relevant recipients of any rectification, erasure or restriction of processing under Article 19 of the GDPR, unless doing so proves impossible or involves disproportionate effort. It will tell you who those recipients are if you ask. (GDPR Articles 12(3) and 19)

6. COMPLAINTS AND JUDICIAL REMEDIES

6.1. You may lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information (1055 Budapest, Falk Miksa utca 9–11, www.naih.hu). You may also seek a judicial remedy. (GDPR Articles 77 and 79)

6.2. Under Article 77 of the GDPR, you may lodge a complaint with a supervisory authority, in particular in the EU Member State where you habitually reside, work or where the alleged infringement occurred. Under Article 79 of the GDPR, you may bring proceedings against the Controller or the processor in the Member State where it has an establishment or, subject to the conditions of that Article, in the Member State where you habitually reside.

7. COMPENSATION AND DAMAGES FOR INFRINGEMENT OF PERSONALITY RIGHTS

7.1. If you suffer material or non-material damage as a result of an infringement of the GDPR, you may claim compensation under Article 82. If your personality rights are infringed, you may also claim damages under the conditions laid down in the Hungarian Civil Code. (GDPR Article 82 and Hungarian Civil Code, section 2:52)

7.2. Under Article 82 of the GDPR, a processor is liable for damage caused by processing if it failed to comply with GDPR obligations specifically directed at processors or acted outside or contrary to the Controller's lawful instructions. The Controller or processor is exempt from liability if it proves that it is in no way responsible for the event giving rise to the damage.

8. PERSONAL DATA BREACHES

8.1. A personal data breach is a breach of security leading to the accidental or unlawful destruction, loss or alteration of personal data, or their unauthorised disclosure or access. The Controller documents the circumstances, effects and remedial action taken. (GDPR Articles 4(12) and 33(5))

8.2. The Controller keeps a record of personal data breaches. Where a breach may pose a risk to individuals' rights and freedoms, the Controller notifies the supervisory authority without undue delay and, where feasible, within 72 hours of becoming aware of it. If the breach is likely to result in a high risk, the Controller informs the affected individuals without undue delay in accordance with Article 34. (GDPR Articles 33(1) and (5), and 34(1))

8.3. Where the Controller must inform affected individuals, it explains in clear language the nature of the breach, its likely consequences, the measures taken or proposed, and where to obtain further information. (GDPR Article 34(2))

9. OTHER PROVISIONS

9.1. The Controller updates this notice when the circumstances of the processing change. If the purpose of processing changes, the Controller informs you before processing your data for the new purpose. (GDPR Article 13(3))

9.2. This notice is published at www.dartsticket.com.

9.3. Effective date: 13 November 2026.

Darts Event Kft.