**Data Protection Notice (effective June 2025)**

**1. Purpose and Scope**

This notice records the data-protection and processing principles applied by **Optimaze Consulting Ltd.** (“Optimaze”, “Company”) and provides general information to data subjects concerning the processing of personal data.

**2. Controller**

* **Name:** Optimaze Consulting Kft.
* **Registered office:** 1095 Budapest, Ipar utca 5.
* **Phone:** +36 30 454 5850
* **E-mail:** info@optimaze.hu
* **Website:** <https://optimaze.hu/>
* **Data Protection Officer:** Dániel Takács, +36 30 454 5850, daniel.takacs@optimaze.hu

**3. Governing Principles**

a) Lawfulness, fairness and transparency
b) Purpose limitation
c) Data minimisation and relevance
d) Accuracy and up-to-date status
e) Storage limitation
f) Integrity and confidentiality

**4. Legal Bases of Processing**

a) Prior informed consent of the data subject
b) Statutory obligations where applicable
c) Legitimate interest of the Company or a third party (e.g. website operation and security)

**5. Categories of Personal Data & Processing Purposes**

| **Processing activity** | **Purpose** | **Data categories** | **Legal basis** | **Retention** |
| --- | --- | --- | --- | --- |
| Website visit logs | Site operation and security | Technical identifiers (IP, browser info, timestamp) | Consent | Time strictly necessary for purpose  |

**6. Data Processors**

| **Name** | **Address** | **Activity** |
| --- | --- | --- |
| **Császár és Kovács Könyvelő Iroda** |  [Budapest, István u. 36-I/15, 1088](https://www.google.com/maps/place/data%3D%214m2%213m1%211s0x4741ddd0803957bd%3A0x6c884d94b97814be?sa=X&ved=1t:8290&ictx=111) | Accounting services  |

**7. Rights of the Data Subject**

* Access and information
* Rectification
* Erasure (“right to be forgotten”)
* Restriction of processing
* Data portability
* Objection to processing
* Right to withdraw consent

**8. Remedies**

Complaints may first be addressed to the Company. Data subjects may also lodge a complaint with the **Hungarian National Authority for Data Protection and Freedom of Information (NAIH)** or bring proceedings before the competent court.

**9. Cookies**

The website uses session and security cookies that do not require prior consent, as well as third-party cookies (e.g. Google Analytics) described at google.com/policies/technologies/types/.

**10. Notice Amendments**

Optimaze reserves the right to amend this notice; changes will be published on <https://optimaze.hu/>.