

Privacy notice

1. Details of the Data Controller

Name of the Data Controller: Ocean Prime Ingatlan Kft. (Szilva Ház)

Registered office / mailing address: 3534 Miskolc, Muhi u. 47. / 3348 Szilvásvár, Egri út 70.

E-mail address: info@szilvahaz.hu

Telephone number: +36 30 195 0221

Website: <https://www.szilvahaz.hu>

2. Purpose and Legal Basis of Data Processing

Szilva Ház processes personal data for the purposes of managing accommodation reservations, maintaining contact, invoicing, and fulfilling legal obligations. The legal basis for data processing is Article 6(1)(b) and (c) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

3. Categories of Personal Data Processed

- name
- e-mail address
- telephone number
- residential address
- place and date of birth
- nationality
- identification document details (as required by law)
- date of arrival and departure
- billing information

4. Duration of Data Processing

Personal data are retained after the termination of the contract for the period specified by applicable accounting and tax legislation.

5. Data Transfers

Data may be transferred, based on legal obligations, to the National Tourism Data Supply Centre (VIZA), as well as to data processors such as the accountant, invoicing service provider, and hosting service provider.

6. Rights of Data Subjects

The data subject has the right to request information, rectification, erasure, or restriction of processing, and to lodge a complaint with the National Authority for Data Protection and Freedom of Information (NAIH).

7. Data Processing for Marketing Purposes (Newsletter, Social Media, Google Ads)

If the data subject provides separate, voluntary consent, Szilva Ház is entitled to send newsletters, offers, and other marketing communications electronically (via e-mail).

Subscription to the newsletter is voluntary in all cases, and the data subject has the right to withdraw consent at any time, without giving reasons, via the unsubscribe link or through the contact details of the data controller.

Szilva Ház may conduct advertising and remarketing activities on social media platforms (e.g. Facebook, Instagram) and through the Google Ads advertising system. These service providers process users' personal data in accordance with their own privacy policies. Szilva Ház applies tracking technologies (e.g. cookies, conversion tracking, remarketing) solely based on visitors' consent and primarily uses anonymized or aggregated statistical data for advertising purposes.

8. Rights of Data Subjects

The data subject has the right to request information, rectification, erasure, or restriction of processing, and may object at any time to the processing of personal data for marketing purposes.

9. Data Security

The data controller applies appropriate technical and organizational measures to ensure the protection of personal data.