

## BUDAPEST ONE 'TEJMADÁR' PROMOTION TERMS AND CONDITIONS

October 10, 2025

The current Terms and Conditions and announcements related to the Promotion are available on the following website:

Please read these Terms and Conditions carefully, including any modifications, to ensure you are always aware of the conditions of the Promotion.

### 1. ORGANISER AND ADMINISTRATOR OF THE PROMOTION

BPO I. phase:

Company name: BP1 Első Ütem Zrt.

Address: 1082 Budapest, Futó utca 47-53. VII. em.

Tax number: 28792369-2-42

Represented by: Gárdai János and Balástyai Márk

BPO II. phase:

Company name: Futureal Prime Properties Ingatlanfejlesztő Zártkörű Esernyőalap – Futureal Prime Properties Three Ingatlanfejlesztő Részalap (számlán rövidítve: Futureal Prime Properties Three Ingatlanfejlesztő Részalap)

Address: 1082 Budapest, Futó utca 43-45. VI. em.

Tax number: 18789311-2-42

Represented by: Karai Péter and Nemes Rudolf

BPO III. phase:

Company name: Futureal Prime Properties Ingatlanfejlesztő Zártkörű Esernyőalap – Futureal Prime Properties Two Ingatlanfejlesztő Részalap (számlán rövidítve: Futureal Prime Properties Two Ingatlanfejlesztő Részalap)

Address: 1082 Budapest, Futó utca 43-45. VI. em.

Tax number: 18789256-2-42

Represented by: Karai Péter and Nemes Rudolf

### 2. A DURATION AND LOCATION OF THE PROMOTION

October 14, 2025 – October 30, 2025 (3 working days from 8 AM to 2 PM), in the lobbies 1, 2, 3, 4 of Budapest ONE.

### 3. A PROMOTION PROCEDURE

Any natural person who has reached the age of 18 and works in one of the rented premises of the Budapest ONE office building, and can provide proof of this with their entry card if necessary („Participant”), is eligible to participate in the Promotion. The first 500 Participants will receive a holographic coupon at the stands set up at the entrances of the Budapest ONE lobby, which entitles them to receive one mini floating island dessert at the Tejmadár store in Etele Plaza.

Prerequisites:

- The Participant provides their name, email address, and the name of the company they are employed by.
- The Participant consents (or has previously granted) to the Organiser sending them marketing messages (advertisements) via email, application, phone, SMS, or social media.
- The Participant answers the questions in the questionnaire related to the Promotion.

Marketing messages include: (i) offers and surprises, (ii) coupons, (iii) invitations to participate in challenges, market research, satisfaction surveys, and filling out questionnaires, and (iv) invitations to campaigns and games.

The Participant can redeem the coupon at the Tejmadár store in Etele Plaza (Etele Plaza: 1119 Budapest, Hadak útja 1) between October 6, 2025, and October 19, 2025.

The coupon can not be exchanged or redeemed for cash.

#### 4. DATA PROTECTION INFORMATION

**The main prerequisite for participating in the Promotion is consent to receive marketing messages; however, the Participant has the right to withdraw their consent at any time (i.e., unsubscribe).** Providing the name of the company employing the Participant is also a prerequisite; this data helps the Organiser determine which companies' employees can be best reached with the Promotion.

**Photos and videos may be taken of the coupon handover, which the Organiser can use without limitation on its social media pages (e.g., (<https://www.facebook.com/groups/974044047954838>)). The recordings are either made as mass recordings, or the person making the recording indicates the recording, and the affected person has the opportunity to express if they do not wish to be included in the recording.**

The Organiser processes the Participants' data for the purpose of conducting the Promotion, ensuring participation, maintaining contact with the Participants, answering questions related to the Promotion, and handling any legal claims that may arise after the Promotion ends, as well as sending further marketing messages.

The scope of the processed data: the Participant's name, email address, and other contact details provided by the Participant, as well as other data related to the Promotion (e.g., question, complaint, action).

The legal basis for data processing: Article 6(1)(b) of the EU General Data Protection Regulation ("GDPR") – data processing is necessary for the Organiser to fulfil the obligations undertaken in the Promotion, based on Section 6:588 of Act V of 2013 on the Civil Code ("Ptk.") [Prize Announcement].

In the case of a special promotion, automated decision-making occurs exclusively during the possible drawing of winners, using artificial intelligence.

The Organiser processes personal data for five years after the Promotion ends, in accordance with Section 6:22 of the Civil Code. If the data must be retained for tax purposes under Act CL of 2017 on the Rules of Taxation, the retention period is 6 years; for accounting purposes, the retention period is 8 years (e.g., if the data are part of the Organiser's accounting records).

The Organiser sends marketing messages using the Mailchimp service. The service is provided by The Rocket Science Group LLC d/b/a MailChimp, headquartered at 675 Ponce De Leon Ave NE, Suite 5000 Atlanta, Georgia 30308, USA. US laws do not provide the level of data protection defined by the GDPR; however, the service provider ensures data protection guarantees by participating in the EU-U.S. Data Privacy Framework.

The data protection rights and remedies of the affected persons are detailed in the relevant provisions of the GDPR (particularly Articles 15, 16, 17, 18, 19, 20, 21, 22, 77, 78, 79, 80, and 82). The most important provisions are summarised in the Appendix to the Terms and Conditions.

#### 5. GENERAL CONDITIONS

- 5.1 The following persons cannot participate in the Promotion: (i) employees of the Organiser, (ii) persons performing work for their benefit under other contracts, particularly other contributors involved in the Promotion, and (iii) close relatives of all these persons (as defined in Section 8:1(1) point 1 of the Civil Code).

- 5.2 Anyone who participates in the Promotion with false data, tries to influence or disrupt the course or result of the Promotion in any way, or violates these Terms and Conditions with their behaviour, may be excluded from the Promotion. Such behaviour includes, for example, duplicating coupons to gain an unfair advantage or creating mass email addresses for the purpose of the Promotion.
- 5.3 Unless otherwise specified in the Terms and Conditions, the Organiser does not verify the accuracy and correctness of the personal data provided by the Participant or any changes made by them.
- 5.4 The Organiser undertakes only the obligations prescribed by the applicable laws in connection with the Promotion, which cannot be limited or excluded by the given law. In particular, the Organizer (i) does not provide any warranty, guarantee, or other obligations regarding the Promotion and the products available within the Promotion; (ii) is not responsible for any non-material, indirect, or consequential damage, cost, or expense suffered by any party in connection with the Promotion; (iii) is not responsible for the availability of the website(s) related to the Promotion.
- 5.5 If the Participant is excluded from the Promotion and the coupon has already been handed over, the Participant is obliged to return it to the Organiser or repay it, as instructed by the Organiser.
- 5.6 The Organiser may modify the conditions of the Promotion (including these Terms and Conditions) without justification, including the termination of the Promotion, subject to the restrictions set out in the applicable laws and, if necessary, with prior notice to the Participants promptly. Participants can fully enforce their rights acquired until the modification.

## APPENDIX

### DATA PROTECTION RIGHTS AND REMEDIES

#### 1.1 Deadlines

The Organiser fulfils the request to exercise the rights of the affected person within one month from the receipt of the request. The day of receipt of the request is not included in the deadline.

If necessary, considering the complexity of the request and the number of requests, the Organiser may extend this deadline by an additional two months. The Organiser informs the affected person of the extension of the deadline within one month of receiving the request, stating the reasons for the delay.

#### 1.2 Right of Access

The affected person has the right to request information from the Organiser about whether their personal data is being processed, and if such data processing is in progress, they have the right to know

- what personal data the Organiser processes,
- on what legal basis,
- for what purpose,
- for how long,

and

- to whom, when, on what legal basis, and which personal data the Organiser has provided access to or transferred to whom,
- the source of the personal data,
- and whether the Organiser uses automated decision-making, including profiling.

The Organiser provides a copy of the personal data subject to processing to the affected person free of charge upon the first request; thereafter, a reasonable fee based on administrative costs may be charged. To ensure compliance with data security requirements and protect the rights of the affected individual, the Organiser must verify the identity of both the affected individual and the person wishing to exercise their right of access. Therefore, providing information, accessing data, or issuing copies is subject to the identification of the affected person.

#### 1.3 Right to Rectification

The affected person may request the Organiser to modify any of their personal data. If the affected person can credibly prove the accuracy of the corrected data, the Organiser will fulfil the request within one month and notify the affected person at the contact details provided.

#### 1.4 Right to Restriction of Processing

The affected person may request the Organiser to restrict the processing of their personal data (clearly indicating the restricted nature of the data processing and ensuring separate processing from other data)

- if they dispute the accuracy of their personal data (in this case, the Organiser restricts data processing for the period necessary to verify the accuracy of the personal data);
- the data processing is unlawful, and the affected person opposes the deletion of the data and instead requests the restriction of their use;
- the Organiser no longer needs the personal data for data processing purposes, but the affected person requires them for the presentation, enforcement, or defence of legal claims;
- or the affected person has objected to data processing (in this case, the restriction applies for the period necessary to determine whether the Organiser's legitimate reasons override the affected person's legitimate reasons).

### 1.5 Right to Object

The affected person has the right to object at any time to the processing of their personal data based on legitimate interests for reasons related to their particular situation. In this case, the Organiser must prove that the data processing is justified by compelling legitimate reasons that override the affected person's interests, rights, and freedoms, or that are related to the presentation, enforcement, or defence of legal claims.

### 1.6 Right to Erasure ("Right to be Forgotten")

The affected person has the right to request the Organiser to delete their personal data without undue delay if one of the following reasons applies:

- the personal data is no longer necessary for the purpose for which the Organiser collected or otherwise processed it;
- the affected person objects to the data processing, and there is no overriding legitimate reason for the data processing; or
- the personal data has been processed unlawfully.

The right to erasure does not apply if the data processing is necessary, among other things, for the presentation, enforcement, or defence of legal claims.

### 1.7 Right to Legal Remedies

If the affected person believes that the Data Controller has violated the applicable data protection requirements while processing their personal data,

- they can file a complaint with the National Authority for Data Protection and Freedom of Information (address: 1055 Budapest, Falk Miksa utca 9-11, postal address: 1363 Budapest, Pf.: 9., email: [ugyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu) (mailto:ugyfelszolgalat@naih.hu), website: (<https://www.naih.hu/>)),
- or they have the option to turn to the court to protect their data, which will act promptly in the matter. In this case, they can freely decide whether to file their lawsuit at the court competent for their place of residence (permanent address) or place of stay (temporary address), or at the court competent for the Organiser's registered office. The court competent for the place of residence or place of stay can be found at (<https://birosag.hu/birosag-kereso>) (<https://birosag.hu/birosag-kereso>)).