

Privacy Policy

Last updated: 29 July 2025

1. Who we are

InnoMaker Partners Kft. (“**InnoMaker**”, “**we**”, “**us**”, or “**our**”) is a limited-liability company registered with the Company Registry Court of the Metropolitan Court of Budapest under No. 01-09-416114.

Registered office: **1092 Budapest, Ráday str. 16. 9. door, Hungary.**

Website: **www.innomakerpartners.com.**

Contact for privacy matters: **info@innomakerpartners.com.**

2. Scope of this Policy

This Policy explains how we collect, use, share and protect personal data obtained through the Website and our official social-media pages (collectively, the “**Site**”). It does **not** cover third-party websites that may be linked from our Site; please review their privacy notices separately.

3. Personal data we collect

Category	Examples	Source
Contact details	Name, e-mail address, telephone number, job title, subject and content of your enquiry	Provided directly by you through contact forms or other interactions
Browsing data / metadata	Browser type & version, operating system, referrer URL, pages visited, time & date of access, clickstream data	Collected automatically via cookies and similar technologies

4. Why we process your data

We process personal data for the following purposes:

1. **Providing and operating the Site** (enabling access, answering enquiries).

2. **Site security and maintenance**, including fraud prevention and protection of our IT, physical and network infrastructure.

3. **Analytics** — to understand how visitors use the Site and to improve usability.

4. **Marketing and advertising** — showing you targeted ads or sending marketing communications we believe may interest you, based on your interactions with the Site.

5. Legal bases for processing

Purpose	Legal basis	Explanation
Site operation; answering enquiries	Performance of a contract / steps at your request prior to entering a contract	Necessary to deliver requested content or services
Security & maintenance	Legitimate interests	Our interest in keeping the Site secure and operating efficiently
Analytics & marketing	Consent (cookies) or legitimate interests (where applicable)	We seek consent for non-essential cookies; you may withdraw consent at any time
Compliance with law	Legal obligation	Where a law requires us to process or disclose data

6. Sharing your personal data

We share data only when necessary and in line with this Policy:

- **Within InnoMaker** – relevant departments (e.g., IT for browsing data, Sales for your enquiry, Legal, Finance, Internal Audit) receive access strictly on a need-to-know basis.
- **Service providers (processors)** – e.g., cloud hosting and technical-support vendors that store or process data on our behalf under written instructions.
- **Other recipients** – law-enforcement, regulatory or judicial authorities, legal advisers, external consultants, business partners, and entities involved in a merger or acquisition, where required or permitted by law.
- **Analytics partner** – We act as joint controller with **Google Ireland Limited** under the Google Measurement Controller-to-Controller Data Protection Terms for analytics services.

We do **not** sell or otherwise disclose your data for advertising or marketing without your consent.

7. International transfers

Some recipients are located outside the European Economic Area (EEA), including in the United States. Where we transfer data internationally, we rely on:

- **EU Standard Contractual Clauses (SCCs);**
- The recipient's **Binding Corporate Rules;** or
- An **adequacy decision** confirming an equivalent level of protection.

8. Cookies and similar technologies

We use cookies to make the Site work, analyse traffic and, with your consent, personalise marketing. You can manage or withdraw consent at any time via the cookie banner or your browser settings. Disabling cookies may affect Site functionality. Session cookies are deleted when you close your browser; persistent cookies remain for the period specified in our cookie settings.

Social-media plugins

Our Site integrates Facebook and LinkedIn plugins. When you load a page containing such a plugin, your browser establishes a direct connection to the respective provider. These providers may collect data (including your IP address and page visits) regardless of whether you have an account with them. We act as joint controller with these platforms when they collect data during your visit. More information:

- LinkedIn – <https://legal.linkedin.com/pages-joint-controller-addendum>
- Facebook – https://www.facebook.com/legal/controller_addendum

You can block plugin scripts by using a script-blocking browser extension.

9. Data retention

We retain personal data:

- General rule – **for 2 years after our last interaction or business relationship with you.**
- Contracts, communications and business correspondence – **for 5 years (or longer if accounting/tax laws require up to 8 years).**
- Legal claims – **for the limitation period required to establish, exercise or defend legal rights.**

Once retention periods expire, we delete or anonymise data unless further processing is required by law.

10. Security

We employ industry-standard safeguards (firewalls, intrusion-detection systems, access-controls, procedures) to protect data against loss, alteration or unauthorised access. If you believe your data or our Site is insecure, please contact info@innomakerpartners.com immediately.

11. Confidentiality

All personal data are handled in strict confidence.

12. Your rights

Subject to applicable law (notably the EU GDPR), you may:

- **Withdraw consent** at any time without affecting prior processing.
- **Access** your personal data.
- **Rectify** inaccurate or incomplete data.
- **Erase** data (“right to be forgotten”).
- **Restrict** processing.
- **Data portability** – receive data in a structured, machine-readable format and transmit it to another controller.
- **Object** to processing based on legitimate interests, including profiling and direct marketing.

To exercise any right, contact **info@innomakerpartners.com**.

You also have the right to lodge a complaint with a supervisory authority. In Hungary, this is the **National Authority for Data Protection and Freedom of Information (NAIH)**:

- Address: H-1055 Budapest, Falk Miksa u. 9-11.
- Tel: +36 1 391 1400
- Fax: +36 1 391 1410
- Website: www.naih.hu
- E-mail: ugyfelszolgalat@naih.hu

13. Changes to this Policy

We may update this Policy from time to time. Any changes will be posted on this page. Continued use of the Site after changes are made constitutes acceptance of the revised Policy.

14. Contact us

If you have questions about this Policy or believe we are not complying with it, please e-mail **info@innomakerpartners.com**.