

DATA PROTECTION NOTICE

ON THE PROCESSING OF PERSONAL DATA IN CONNECTION WITH THE INTERNATIONAL STUDENT AMBASSADOR PROGRAM 2026/2027

The University of Pécs (hereinafter: the “University”) attaches particular importance to ensuring that, in the course of processing personal data, it acts in compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter: the “General Data Protection Regulation” or “GDPR”), Act CXII of 2011 on Informational Self-Determination and Freedom of Information (hereinafter: the “Privacy Act”), other applicable legislation, and the data protection practice developed by the Hungarian National Authority for Data Protection and Freedom of Information (hereinafter: “NAIH”).

1. NAME OF THE DATA CONTROLLER

Name: University of Pécs

Registered office and postal address: 7622 Pécs, Vasvári Pál u. 4., Hungary

Representative: Prof. Dr. Adrián Fábián, Rector

Organisational unit carrying out the processing: International Centre – International Marketing Office

Representative of the organisational unit: Prof. Dr. István Tarrósy, Director

Contact person: Katalin Sümegi, Head of Office - International Marketing Office

Telephone: +36-72-501-500/12422

E-mail: sumegi.kata@pte.hu

Data Protection Officer: Dr. Roland Bernát

Contact details: adatvedelem@pte.hu; +36 30 074 6637

2. CATEGORIES AND SOURCE OF PERSONAL DATA PROCESSED

The scope of the processed data includes the personal data that the applicant / International Student Ambassador (hereinafter: the “Student Ambassador”) provides to the Controller during the application procedure and during participation in the International Student Ambassador Program 2026/2027 (hereinafter: the “ISA Program”), as well as data generated in connection with participation in the ISA Program.

The data processed include in particular:

- name and Neptun/student identifier;
- e-mail address and other contact details provided for the Program;
- citizenship/nationality;
- faculty, study programme, level of studies and student status;
- data necessary to verify eligibility for the Program, including academic progress / credits;
- Unibuddy profile information, activity, messages and content created in the course of ambassador activities;
- photographs, image and voice recordings, including video recordings made in connection with the ISA Program;
- blog posts, testimonials, social-media content, webinar-related materials and other content created or provided by the Student Ambassador in connection with the ISA Program;
- information relating to participation in meetings, assigned tasks, deadlines and the performance of ISA activities.

The source of the personal data is primarily the applicant / Student Ambassador. Where necessary for the verification of eligibility or student status, the relevant data may also originate from the University's own records and systems.

If any modification or change occurs in the personal data processed during the processing period, please notify the contact person specified in Section 1 without delay.

3. PURPOSE AND LEGAL BASIS OF DATA PROCESSING

3.1. The purpose of the data processing is to organise, administer and operate the ISA Program, to verify the eligibility of applicants, to communicate with Student Ambassadors, to coordinate and monitor the performance of ISA activities, to operate the Unibuddy ambassador activity, to document participation in the Program, and to create and publish informational and promotional materials in order to present and promote the University of Pécs and its international student community to prospective students and the wider public.

3.2. The Controller processes the personal data described in this Notice for the purposes and on the legal bases set out in the table below.

Purpose of data processing	Legal basis of data processing	Categories of data processed	Source of data
Application to the ISA Program; verification of eligibility; administration and operation of the Program; communication; coordination and monitoring of ISA tasks; documentation of participation	GDPR Article 6(1)(e) – processing necessary in order to take steps at the request of the applicant prior to participation and for the performance of the terms governing participation in the ISA Program.	Name, Neptun/student identifier, contact details, citizenship/nationality, faculty, study programme, level of studies, student status, eligibility/academic progress data, participation, task and performance-related data.	Applicant / Student Ambassador; where necessary, University records.
Issuance of a certificate confirming successful completion of the ISA Program.	GDPR Article 6(1)(e) – processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Controller.	Name, Neptun/student identifier, faculty, study programme, and data confirming successful completion of the ISA Program.	Student Ambassador; University records relating to participation in and successful completion of the ISA Program.
Operation and supervision of the Unibuddy ambassador activity and communication with prospective students.	GDPR Article 6(1)(e) – processing necessary for the performance of the agreed ISA activities.	Name, profile information, Unibuddy activity, messages and ambassador-generated content, task/performance-related data.	Student Ambassador; data generated in the course of ISA activities.
Creation and publication of informational and promotional materials connected with the ISA Program and the University, including publication on the University/PTE and international.pte.hu websites, Unibuddy, Facebook, Instagram, YouTube and in printed promotional materials.	GDPR Article 6(1)(b) – to the extent that the processing and publication are objectively necessary for the performance of the agreed ISA ambassador role. Where a specific promotional activity is optional and is not necessary for participation, the University shall determine and document the appropriate separate legal basis before such processing.	Name, ISA profile information, photographs, image and voice recordings, blog posts, testimonials, social-media content, webinar-related materials and other ambassador-generated content.	Student Ambassador; photographs and recordings made in connection with ISA activities.

Provision of the personal data necessary for participation in the ISA Program is a condition of participation. If the applicant does not provide the personal data necessary for the application, verification of eligibility, administration of the ISA Program or performance of the agreed ISA activities, the University will not be able to admit the applicant to the ISA Program or, where the necessary data can no longer be processed, may not be able to continue the Student Ambassador's participation.

4. DURATION OF DATA PROCESSING

Personal data processed in connection with the application, verification of eligibility, administration, participation and performance of ISA activities shall be processed for as long as necessary for the achievement of the relevant purpose and thereafter for the period required by the University's applicable

records-management rules or for the establishment, exercise or defence of legal claims, where applicable. Personal data contained in informational and promotional materials may be processed and the materials may remain available for as long as their use is necessary for the University's informational and promotional purposes, taking into account the nature of the material, the channel of publication and the continued relevance of the content. The necessity of continued processing shall be reviewed in accordance with the University's applicable data-protection and records-management rules.

5. PERSONS HAVING ACCESS TO THE DATA, DATA PROCESSING AND DATA TRANSFERS

Only employees of those organisational units of the University whose duties require access to the data may have access to the personal data. The employees are subject to a duty of confidentiality with regard to the personal data accessed.

The International Centre processes the data with the utmost care, in strict confidence and only to the extent necessary, and takes appropriate measures to prevent unauthorised access. The University makes the data accessible or transfers them only to the extent necessary for the achievement of the purposes of data processing.

In connection with the ISA Program, personal data and ambassador-generated content may be processed and/or made available through the University's websites and the communication platforms used for the Program, including Unibuddy, Facebook, Instagram and YouTube, and may also be published in printed promotional materials. Where content is published on publicly accessible online platforms, it may become accessible to an unrestricted audience.

The processing of personal data by external service providers and any transfer of personal data outside the European Economic Area shall take place in accordance with the GDPR and the University's applicable data-protection rules.

6. DATA SECURITY

The University ensures appropriate security of the data subject's personal data by applying appropriate technical and organisational measures, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage. Further information on the data security measures applied by the University is available in Sections 20–22 of the [Data Protection Regulation](#) of the University of Pécs and in Chapter IV of the University's Information Technology Regulation.

7. RIGHTS OF DATA SUBJECTS AND THEIR EXERCISE

7.1. The data subject is entitled to access the information specified in Article 15 of the General Data Protection Regulation in relation to the processing concerning him or her (right of access), including in particular information on:

- which personal data are processed by the University;
- for what purpose and on what legal basis they are processed;
- from what source they were collected;
- the planned duration of storage or the criteria used to determine that duration;
- to whom, when and which personal data the University has made accessible or transferred; and
- what rights, complaint procedures and legal remedies are available to the data subject in relation to the processing.

7.2. Pursuant to Article 16 of the General Data Protection Regulation, the data subject is entitled to request the correction or rectification of inaccurate (incorrect or incomplete) personal data concerning him or her (right to rectification).

7.3. Pursuant to Article 17 of the General Data Protection Regulation, the data subject is entitled to request the erasure of his or her personal data (right to erasure) if:

- the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;

- the personal data have been unlawfully processed;
- the personal data must be erased for compliance with a legal obligation; or
- another condition specified in Article 17 GDPR applies.

Data shall not be erased where processing is necessary, in particular, for compliance with a legal obligation, for the performance of a task carried out in the public interest or in the exercise of official authority, for the establishment, exercise or defence of legal claims, or in other cases specified by Article 17(3) GDPR.

7.4. The data subject is entitled to request restriction of the processing of personal data concerning him or her in accordance with Article 18 of the General Data Protection Regulation (right to restriction of processing).

7.5. Where a specific processing operation is based on consent, the data subject is entitled to withdraw his or her consent at any time without giving reasons pursuant to Article 7(3) GDPR. Withdrawal shall not affect the lawfulness of processing based on consent before its withdrawal.

7.6. Where the conditions of Article 20 GDPR are met, the data subject is entitled to receive the personal data concerning him or her which he or she has provided in a structured, commonly used and machine-readable format and to transmit those data to another controller (right to data portability).

7.7. Where processing is based on Article 6(1)(e) or (f) GDPR, the data subject is entitled to object, on grounds relating to his or her particular situation, to the processing in accordance with Article 21 GDPR (right to object).

7.8. The data subject may exercise his or her rights free of charge through the contact person specified in Section 1 or through the Data Protection Officer. In most cases, identification of the data subject may be necessary for the exercise of data subject rights, and in certain cases further evidence may be required. The University shall decide on a request to exercise data subject rights no later than within one month. Where necessary, taking into account the complexity and number of requests, this period may be extended by a further two months; the data subject shall be informed of the extension within one month..

8. COMPLAINTS AND LEGAL REMEDIES

Any complaint concerning the processing of personal data may be submitted using the contact details of the contact person specified in Section 1, or the data subject may contact the University's Data Protection Officer (adatvedelem@pte.hu).

If the data subject wishes to submit a complaint by post, it may be sent to 7622 Pécs, Vasvári Pál u. 4., Hungary, addressed to the contact person specified in Section 1 or to the Data Protection Officer.

If the data subject considers that his or her rights have been infringed in connection with the processing of personal data, or that there is an imminent risk of such infringement, he or she may lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information (Nemzeti Adatvédelmi és Információszabadság Hatóság – NAIH), postal address: 1363 Budapest, Pf. 9.; telephone: +36 (1) 391-1400; e-mail: ugyfelszolgalat@naih.hu.

In the event of an infringement of data protection rights, the data subject may also seek judicial remedy and may, at his or her choice, bring proceedings before the court having jurisdiction according to his or her residence or place of stay.