



BIOLIFE PLASMA HUNGARY KFT.'S GENERAL PRIVACY REGARDING DATA PROCESSING CARRIED OUT VIA ITS WEBSITES

In compliance with the principle of transparency set out in Article 12 of Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation, hereinafter referred to as the GDPR), BioLife Plasma Hungary Kft. publishes the following information for the **data subjects who are natural persons**. The purpose of this document is to provide you as a data subject (hereinafter referred to as the "**Data Subject**") with **clear and detailed information** about all facts relating to the processing of their data.

1. Processing of personal data

The data controller of the personal data processed on the basis of this Privacy Policy is **BioLife Plasma Hungary Korlátolt Felelősségű Társaság** (registered office: 1138 Budapest, Népfürdő utca 22.; company registration number: 01-09-278783; hereinafter: "**Our Company**" or "**We**"), and as such, it is responsible for ensuring that the data processing is carried out in accordance with the applicable legislation.

By registering and booking an appointment on our website, you agree that our Company processes your personal data in accordance with the following provisions.

2. Purpose and legal basis of data processing

The Data Subjects may provide information and data about themselves on the Website (see section 11 for details) in two ways:

- Personal data expressly provided or provided when using the services of the Website (see section 2.1).
- Information provided to the Data Controller in connection with the use of the Website, in connection with the visit to the Website and its use (see Section 2.2)

2.1. Data processing related to registration/ Appointment Booking

Data processing activity	Scope of processed data	Duration of data processing	Purpose of data processing	Legal basis of data processing
Booking an appointment for the first (eligibility) examination	Surname, given name, email address, phone number, type of booked appointment, location of booked appointment, date and time of booked appointment (Year/Month/Day/Hour/Minute)	Until the Data Subject withdraws their consent	Performance and confirmation of the booking; identification of the person booking the	Voluntary consent of the Data Subject

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			appointment; enabling contact and communication; ensuring the appointment booking service	
Booking an appointment for plasma donation	Surname, given name, email address, phone number, donor number, type of booked appointment, location of booked appointment, date and time of booked appointment (Year/Month/Day/Hour/Minute)	The Data Controller will process the personal data provided during the appointment booking until the Data Subject requests the deletion of their data. (Exceptions to this are personal data that must be retained under applicable law)	Performance of the booking; maintaining contact with the Data Subject. In the case of appointment booking, providing contact details is necessary for administrative purposes in order to ensure the service.	Voluntary consent of the Data Subject

Our company draws your attention to the fact that in the case of an e-mail address, it is not necessary for it to contain personal data. So, for example, it is not necessary for the e-mail address to contain your name, you are completely free to decide if you provide an e-mail address that contains information about your identity.

2.2. Data processing in connection with the use of the Website

Data processing activity	Scope of processed data	Duration of data processing	Purpose of data processing	Legal basis of data processing
Data collected during use of the Website	Technical data such as the Data Subject's IP address, date and time of visit, type of browser, the address of the website viewed and previously visited, which is	5 years from the date of logging.	Development of the Website and services. These data are not suitable for identifying the Data Subject.	Voluntary consent of the data subject.

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	automatically logged when entering or exiting.			
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2.2.1. Use of cookies

In order to provide a customized service, our company places a small data package, a so-called cookie, on the Data Subject's computer and reads it back during a subsequent visit. If the browser returns a previously saved cookie, the provider managing the cookie has the option of linking the Data User's current visit to the previous one, but only with regard to its own content.

Typical cookies are so-called "password-protected session cookies", security cookies.

Temporary (Session) cookie: they are automatically deleted after the Data Subject's visit. These cookies are used to make the Website work more efficiently and securely, so they are essential for certain functions of the Website or certain applications to function properly.

Persistent cookie: We also use persistent cookies to provide you with a better user experience (e.g. to provide you with optimized navigation). These cookies are stored in your browser's cookie file for a longer period of time. The duration of this depends on the setting applied by the Data Subject in his or her internet browser.

Scope of processed data: IP address, date of visit, time.

Scope of Data Subjects: All Data Subjects visiting the website.

Purpose of data processing: Distinguishing the Data Subjects from each other, identifying the current session of the users, storing the data provided during the session, preventing data loss.

Duration of data processing: In the case of session cookies, the duration of data processing lasts until the end of the visit to the websites, while in other cases it lasts for a maximum of 30 days.

2.2.2. Deletion of cookies

The Data Subject has the right to delete the cookie from his or her own computer, or to disable the use of cookies in his or her browser. Cookies can usually be managed in the Tools/Settings menu of your browser, under the heading Privacy/History/Custom Settings, under the name Cookie, Cookie or Tracking.

The Website may contain information that comes from third parties or advertising service providers who are not related to the Data Controller. These third parties may also place cookies and web beacons on the Data Subject's computer or collect data using similar technologies in order to send advertising messages to the Data Subject in connection with their own services. In such cases, the data processing shall be governed by the data protection regulations determined by these third parties, and the Data Controller shall not assume any liability for such data processing. The Website may contain links to external servers (not managed by the data controller or data processors) and the pages available on these links may place their own cookies or other files on your computer, collect data or request personal data. Always make sure you are using a valid document before downloading or printing. CONFIDENTIAL. Quality approval or confidentiality may not be distributed outside of Takeda without agreement.



data. The Data Controller excludes all liability for these. Personal data will not be collected and processed, as well as used and identified with the given Data Subject. Our company's advertisements may be displayed on Internet websites by external service providers (Google, Facebook). These external service providers (Google, Facebook) use cookies to store that the Data Subject has previously visited the Data Controller's Website, and based on this, they display advertisements to the Data Subject in a personalized manner (i.e. they engage in remarketing activities).

2.2.3. Cookies placed by Facebook

You can find more information about the cookies placed by Facebook at the <https://hu-hu.facebook.com/policies/cookies/> address, where you can also find information about disabling cookies.

2.2.4. Cookies set by Google Analytics

Google Analytics is an analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies stored on the Data Subject's computer to analyze user interactions on the Website. The legal basis for data processing for web analytics purposes is the voluntary consent of the user of the Website. Cookies for analytical purposes are anonymised and aggregated data that makes it difficult to identify your computer, but it cannot be ruled out. The analytical information collected by Google Analytics cookies is transmitted to and stored on Google servers. This information is processed by Google on behalf of our Company in order to evaluate users' browsing habits, compile reports on the frequency of use of the website and perform other usage-related services to us. As part of the Google Analytics application, the IP address transmitted via your browser will not be merged with any other data held by Google. Google Analytics uses cookies for analytical purposes. For more information about the cookies used by Google Analytics, please visit:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#analyticsjs>

2.2.5. Google Adwords

The Website uses Google Adwords remarketing tracking codes. The basis for this is that visitors to the site can later be contacted with remarketing ads on websites belonging to the Google Display network. The remarketing code uses cookies to tag visitors. Users of the Website can disable these cookies by visiting the Google Ads Settings Manager and following the instructions there. After that, they will not receive personalized offers from the service provider.

Further information on cookies used by Google is available at:
<https://policies.google.com/technologies/ads?hl=hu>

Google's privacy policy is available at:

<https://policies.google.com/privacy?hl=hu>



2.2.6. Hotjar

The Website may also periodically use Hotjar web analytics to analyze user behavior. Hotjar uses cookies stored on the Data Subject's computer to analyze user interactions on the Website. The legal basis for data processing for web analytics purposes is the voluntary consent of the user of the Website. Cookies for analytical purposes are anonymised and aggregated data that makes it difficult to identify your computer, but it cannot be ruled out. Hotjar uses cookies for analytical purposes. More information about the cookies used by Hotjar can be found at the following link: <https://www.hotjar.com/legal/policies/cookie-information>

2.3. Other information

The Data Controller shall not use or may use the personal data provided for purposes other than those specified above. The disclosure of personal data to third parties or authorities – unless otherwise required by law – is possible with the prior express consent of the Data Subject. In all cases where the Data Controller intends to use the provided data for a purpose other than the purpose of the original data recording, it shall inform the Data Subject thereof, and shall obtain its prior, explicit consent for this, and shall provide the Data Subject with the opportunity to prohibit the use. The Data Controller processes the personal data for the duration of the purpose of data processing, primarily for the duration of the legal relationship with the Data Subject (after which the data provided by the Data Subject will be deleted), or until the Data Subject requests the deletion of their data or withdraws their consent.

In order to inform donors and to verify their data, personal data related to donors are displayed on the interface designed for donor booking, which data are not stored on the hosting provider's server, but are displayed from the company's own database.

During the booking of appointments for plasma donation, certain data are logged for both security and statistical reasons. The scope of data processed in the course of logging activities related to donor appointment booking includes:

- Logging of center code data for security and statistical reasons.
- Logging of donor number data for security and statistical reasons.
- Logging of data on the date and time of logging in to the booking interface for security and statistical reasons.
- Booking date and time data logging for security and statistical reasons.
- Logging of name data for security and statistical reasons.
- Logging of reservation identification data for security and statistical reasons.

Data processing is carried out automatically electronically as follows: the data is recorded and processed by the IT system. Automated data processing does not involve profiling or any other procedure that would result in the evaluation of the personal characteristics of the data subjects, but only serves the management of the interface created for the purpose of booking appointments.

3. Data processors

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Data processor	Headquarters	Company registration number	Activity
Tárhely.eu Kft.	1144 Budapest, Ormánság utca 4. X. floor 241	01 09 909968	Hosting Service Provider
Megoldás Most! Kft.	1116 Budapest, Sopron út 65.	01-09-962645	Website development and operation; online marketing campaigns; newsletters; forwarding automated system emails to Data Subjects
Project Partner Team Kft.	2151 Fót, Szent Benedek utca 14	13 09 147885	IT services, system administrator tasks

4. Transfer of data

In the absence of an express legal provision, the Data Controller shall only transfer data suitable for the identification of the Data Subject to third parties with the express consent of the Data Subject.

5. Rights of the Data Subject

5.1. Information and access to personal data

The Data Subject has the right to become informed about the personal data stored by our Company and information related to their processing; may request such information at any time; may verify what data our Company records about them; and is entitled to access their personal data.

The Data Subject must submit the request for access in writing to our Company. The Data Controller provides the requested data in writing (electronically or by letter sent by post). No oral information is provided in this context. When the right of access is exercised, the information covers:

- Determination of the scope of processed data: name, email address, phone number, depending on the service used,
- purpose, time and legal basis of data processing with regard to the scope of data processed,
- data transfer: to whom the data have been or will be forwarded in the future,
- Indicate a data source.

The Data Controller provides the first copy of personal data in paper or electronic form free of charge to the Data Subject. For additional copies requested by the Data Subject, the Data Controller may charge a reasonable fee based on administrative costs. If the Data Subject requests the copy electronically, the Data Controller provides the information by email in a widely used electronic format.

Following the information provided, if the Data Subject does not agree with the processing or the accuracy of the processed data, they may request rectification, supplementation, erasure, restriction of processing, may object to the processing of such personal data in accordance with Section 5.2, and/or may initiate the procedure set out in Section 5.4.

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5.2. Right to rectification and completion of processed personal data

At the request of the Data Subject, our Company shall correct the inaccurate personal data indicated by the Data Subject in writing without undue delay, and shall supplement the incomplete data with the content indicated by the Data Subject. The Data Controller shall inform all recipients to whom the personal data has been communicated about the correction or addition, unless this proves to be impossible or requires a disproportionate effort. The Data Subject shall be informed of the data of these recipients if he/she requests it in writing.

5.3. Right to restriction of processing

The Data Subject shall have the right to restrict data processing by the Data Controller upon written request if:

- the Data Subject disputes the accuracy of the personal data. In this case, the restriction applies to the period that allows the Data Controller to verify the accuracy of the personal data;
- the processing is unlawful and the Data Subject opposes the deletion of the data and instead requests the restriction of their use;
- the Data Controller no longer needs the personal data for the purpose of data processing, but the Data Subject requires them for the establishment, exercise or defence of legal claims;
- The Data Subject objects to the data processing, in which case the restriction applies for the period until it is established whether the legitimate reasons of the Data Controller take precedence over the legitimate reasons of the Data Subject.

The Data Controller shall inform the Data Subject, at whose request it has restricted data processing, of the lifting of the restriction of data processing in advance.

5.4. Right to erasure (Right to be forgotten)

At the request of the Data Subject, the Data Controller shall delete the personal data relating to the Data Subject without undue delay if one of the specified reasons applies:

- the personal data are no longer necessary for the purpose for which they were collected or otherwise processed by the Data Controller;
- The Data Subject withdraws his/her consent constituting the basis of the data processing and there is no other legal basis for the data processing;
- the Data Subject objects to data processing for reasons related to his or her own situation, and there is no lawful reason for data processing,
- The data subject objects to the processing of personal data concerning him or her for the purposes of direct marketing, including profiling, insofar as it is related to direct marketing
- the personal data is unlawfully processed by the Data Controller;
- Personal data was collected in connection with the provision of information society services directly to children.

The Data Subject may not exercise his or her right to erasure or to be forgotten if the data processing is necessary

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- for the purpose of exercising the right to freedom of expression and information;
- public interest in the field of public health;
- for archiving purposes in the public interest, for scientific and historical research purposes or for statistical purposes, where the exercise of the right to erasure would render such processing impossible or seriously jeopardise it; or
- for the establishment, exercise or defence of legal claims

5.5. Right to data portability

Data portability enables the Data Subject to obtain and further use the "own" data provided by him or her in the Data Controller's system, for his or her own purposes and through various service providers. In all cases, the right is limited to the data provided by the Data Subject, there is no possibility of portability of other data. (e.g. statistics, transaction data, etc.) during registration): receive personal data in a structured, widely used, machine-readable format, have the right to transmit it to another data controller, may request the direct transmission of data to the other data controller – if this is technically feasible in the Data Controller's system. The Data Controller shall only comply with the request for data portability on the basis of a request written by email or post. In order to fulfil the request, it is necessary for the Data Controller to make sure that the Data Subject who is entitled to it really wishes to exercise this right. For this, it is necessary that the Data Subject provides the data in his request that allow him to be identified. These data include at least name, email address, billing name, address, phone number (depending on the service used). Within the framework of this right, the Data Subject may only request the portability of his or her data that he or she has provided directly during the use of certain services specified in Section 2. The exercise of this right does not automatically result in the deletion of the data from the Data Controller's systems, therefore the Data Subject may use the services of the Data Controller even after exercising this right. Data will only be deleted if the Data Subject expressly requests it.

5.6. Right to Object to the Processing of Personal Data

The Data Subject may, at any time, object to the processing of their personal data for reasons relating to their particular situation, including profiling. The Data Subject is also entitled to object at any time to the processing of personal data relating to them for direct marketing purposes, including profiling insofar as it relates to direct marketing.

If the Data Subject objects to the processing of personal data for direct marketing purposes, the personal data shall no longer be processed for such purposes by the Data Controller.

The Data Subject may object in writing (by email or by post) and may also object via any newsletter or notification letter sent to them by clicking the unsubscribe link contained in the email.

5.7. Deadline for complying with the request

The Data Controller shall inform the Data Subject of the measures taken without undue delay, but in any case within one month of the receipt of any request pursuant to Sections 5.1-5.6. If necessary, taking into account the complexity of the request and the number of requests, this deadline may be extended by another two months, but in this case, the Data Controller shall inform the Data Subject within one month of receipt of the request, indicating the reasons for the delay. If the Data Subject submitted the request electronically, the Data Controller shall provide the information electronically, unless the Data Subject requests otherwise.

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6. Enforcement options

The Data Subject may exercise his or her rights by sending a request by email or post. It is not possible to enforce any rights by phone. The Data Subject may exercise his/her rights at the following contact details:

Name: BioLife Plazma Hungary Kft.

Data Protection Officer: Ágnes Klára Méreg

Mailing address: 1138 Budapest Népfürdő utca 22.

Email Address: agnes.mereg@takeda.com

The Data Subject cannot enforce his or her rights if the Data Controller proves that it is not in a position to identify the Data Subject. If the Data Subject's request is clearly unfounded or excessive (especially in view of the repetitive nature), the Data Controller may charge a reasonable fee for the fulfilment of the request or may refuse to take action. The burden of proving this is the responsibility of the Data Controller. If the Data Controller has doubts about the identity of the natural person submitting the request, it may request the provision of additional information necessary to confirm the identity of the applicant. If the Data Subject does not agree with the decision of the Data Controller, he or she may turn to the National Authority for Data Protection and Freedom of Information (1125 Budapest, Szilágyi Erzsébet fasor 22/c.; www.naih.hu) or enforce his or her rights before the court, based on the Info.tv., the Decree and the Civil Code (Act V of 2013).

7. Handling of personal data breaches

A personal data breach is a breach of security that results in the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed.

The Data Controller shall keep a record for the purpose of monitoring the measures taken in connection with the personal data breach, informing the supervisory authority and informing the Data Subject, which shall contain the scope of the personal data affected by the breach, the scope and number of data subjects, the date, circumstances and effects of the breach, and the measures taken to avert it. If the Data Controller considers that a given incident entails a high risk to the rights and freedoms of the data subjects, it shall inform the Data Subject and the supervisory authority of the personal data breach without undue delay, but not later than within 72 hours.

8. Links

Our company does not take responsibility for the content, data and information protection practices of external websites accessible from the Website as a jumping point. If BioLife Plasma Hungary Kft. becomes aware that the site or linking it links violates the rights of third parties or the applicable laws, it will immediately remove the link from the Website.

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9. Data security

The Data Controller undertakes to ensure the security of the data, furthermore to take the technical and organizational measures and to establish the procedural rules that ensure that the recorded, stored and processed data are protected, and to prevent their destruction, unauthorized use and unauthorized modification. It also undertakes to call upon all third parties to whom the data are forwarded or transferred based on the Data Subject's consent to comply with the requirement of data security. The Data Controller shall ensure that no unauthorized person may access, disclose, transmit, modify or delete the processed data. The processed data may only be disclosed to the Data Controller, its employees and the data processor(s) used by the Data Controller, and the Data Controller shall not disclose them to a third party who is not entitled to access the data. The Data Controller shall do everything in its power to ensure that the data is not accidentally damaged or destroyed. The Data Controller also imposes the above commitment on its employees participating in data processing activities. The Data Subject acknowledges and accepts that in the case of providing his/her personal data on the Website – despite the fact that our Company has modern security tools to prevent unauthorized access to the data or their interception – the protection of the data cannot be fully guaranteed on the Internet.

In the event of unauthorized access or access to the data despite our efforts, BioLife Plasma Hungary Kft. shall not be liable for such data acquisition or unauthorized access or for any damage caused to the Data Subject's side as a result of these reasons. In addition, the Data Subject may also provide his or her personal data to third parties, who may use it for an unlawful purpose or in an unlawful manner. Under no circumstances will the Controller collect special data, i.e. data relating to racial origin, membership of a national or ethnic minority, political opinion or party affiliation, religious or other philosophical beliefs, membership in an advocacy organisation, state of health, pathological addiction, sex life or criminal record.

From the point of view of data security, it is important that you log out of the website after using the internet in a public place on shared computers. If you visit our site from your own computer, you will remain logged in for a certain period of time, depending on the application. In this case, too, be careful not to allow strangers to access your computer or perform transactions (subscriptions, applications, etc.) on your behalf.

10. Other provisions

The Data Controller reserves the right to unilaterally amend this Privacy Policy at the website addresses listed in Section 11 with prior notice. After the amendment enters into force, the Data Subject – except in the case of objection – accepts the contents of the amended Privacy Policy by implicit conduct by continuing to use the Website or services.

11. Domain Names Operated by the Data Controller:

biolife-plasma.hu
biolife-plazma.hu
biolifeplasma.hu
biolifeplazma.hu
budapest-plazma-adas.hu
budapest-plazmaadas.hu
debrecen-plazma-adas.hu
debrecen-plazmaadas.hu

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eger-plazma-adas.hu
eger-plazmaadas.hu
lurdy-plazma-adas.hu
lurdy-plazmaadas.hu
miskolc-plazma-adas.hu
miskolc-plazmaadas.hu
nyiregyhaza-plazma-adas.hu
nyiregyhaza-plazmaadas.hu
pecs-plazma-adas.hu
pecs-plazmaadas.hu
plasmacentrum.hu
plazma-adas-budapest.hu
plazma-adas-debrecen.hu
plazma-adas-eger.hu
plazma-adas-lurdy.hu
plazma-adas-miskolc.hu
plazma-adas-nyiregyhaza.hu
plazma-adas-pecs.hu
plazma-adas-szeged.hu
plazma-adas.hu
plazma-budapest.hu
plazma-debrecen.hu
plazma-eger.hu
plazma-ferezis.hu
plazma-lurdy.hu
plazma-miskolc.hu
plazma-nyiregyhaza.hu
plazma-pecs.hu
plazma-szeged.hu
plazmakozpont-budapest.hu
plazmakozpont-debrecen.hu
plazmakozpont-eger.hu
plazmakozpont-lurdy.hu
plazmakozpont-miskolc.hu
plazmakozpont-nyiregyhaza.hu
plazmakozpont-pecs.hu
plazmakozpont-szeged.hu
plazmakozpont.hu
szeged-plazma-adas.hu
szeged-plazmaadas.hu
teddmegmost.hu
vascular-budapest.hu

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vascular-debrecen.hu
vascular-eger.hu
vascular-lurdy.hu
vascular-miskolc.hu
vascular-nyiregyhaza.hu
vascular-pecs.hu
vascular-plazma-budapest.hu
vascular-plazma-debrecen.hu
vascular-plazma-eger.hu
vascular-plazma-lurdy.hu
vascular-plazma-miskolc.hu
vascular-plazma-nyiregyhaza.hu
vascular-plazma-pecs.hu
vascular-plazma-szeged.hu
vascular-plazma.hu
vascular-szeged.hu
vascularplazma-budapest.hu
vascularplazma-debrecen.hu
vascularplazma-eger.hu
vascularplazma-lurdy.hu
vascularplazma-nyiregyhaza.hu
vascularplazma-pecs.hu
vascularplazma-szeged.hu
vascularplazma.hu
vascularplazmacentrum.hu
verplazma-adas-budapest.hu
verplazma-adas-debrecen.hu
verplazma-adas-eger.hu
verplazma-adas-lurdy.hu
verplazma-adas-miskolc.hu
verplazma-adas-nyiregyhaza.hu
verplazma-adas-pecs.hu
verplazma-adas-szeged.hu
verplazma-adas.hu

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Document Approvals
Approved Date: 30 May 2026

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Task: QA Authorization Verdict: Approve	Petra Talpai-Barta, (petra.barta@takeda.com) Quality Approval 30-May-2026 11:50:57 GMT+0000