

## General Participation Rules

If you wish to be an active user of our website ( <https://hungary.kajla.hu> , hereinafter referred to as the Website), please read our General Participation Rules and our Data Management and Privacy Policy carefully, and only use our services if you agree with all of their points and consider them binding on you.

The Hungarian Tourist Agency (hereinafter: “MTÜ”) is operating a large-scale, national campaign (hereinafter: “Campaign”) entitled “WHERE IS KAJLA?”. Certain tasks related to the implementation of the Campaign are performed by DEDU Kft. (registered office: 1096 Budapest, Thaly Kálmán utca 39, hereinafter: “Company”), a developer commissioned by the Hungarian Tourist Agency Zrt. and Mediator Group Kft.

Expected duration of the campaign: from 01.04.2025 for an indefinite period.

Please note that we are entitled to unilaterally change the provisions of these General Participation Rules within the relevant legal framework. Amendments to the General Participation Rules shall be effective from the date of their publication on the Website. The Company shall notify Users (hereinafter referred to as “User”) of the amendment to the General Participation Rules electronically by informing the User of the amendment in a pop-up window upon their first login following the amendment. The User shall accept the amendment by ticking the box before logging in. If the User does not agree with the amendment and does not actively accept it, he/she shall no longer be entitled to use the services provided by the Company.

The essential features of the Company's services can be defined as follows:

1. Presentation of the Company's data
2. Defining the Purpose of the Website
3. Introducing the Kajla Passport
4. The scope of the Website Users
5. Handling objections, complaint handling
6. Data management information
7. Limitation of liability
8. Copyright
1. Presentation of the Company's data

Company name: DEDU Digital Education Information Technology,  
Communication and Service Provider Limited Liability Company

Headquarters: 1096 Budapest, Thaly Kálmán Street 39.

Tax number: 26513344-2-43

Court of registration: Commercial Court of the Metropolitan Court

Company registration number: 01-09-329601

Statistical number: 26513344-8560-113-01

Electronic contact: [info@dedu.hu](mailto:info@dedu.hu)

Hosting provider name: Servergarden Kft. (1139 Budapest, Váci út 99-105.

Balance Building. 3rd floor), E-mail address: [info@servergarden.hu](mailto:info@servergarden.hu)

## 2. Defining the Purpose of the Website

1. The Website presents the campaign in the form of text, image and video materials, and contains continuously updated information.
2. The Website lists the locations with names, addresses, and links to Google Maps where Kajla passports are available and where stamps can be collected for the Kajla passport.

## 3. Introducing the Kajla Passport

1. In the part of the Campaign for foreign tourist families coming to Hungary, children visiting Hungary can receive a Kajla passport. The Kajla passport is a stamp-collecting booklet in which children can collect stamps from many locations and gain other useful and interesting information.
2. The Kajla passport is not an official document.
3. Every Kajla passport is equipped with a unique identifier.
4. All stamps can be obtained free of charge at stamp collection points and are not linked to any service.

## 4. The scope of the Website Users

1. The primary target audience of the Website: children aged 6-14 and their parents
2. General content on the Website is available without registration.
3. When the User accepts these General Participation Rules, Data Management and Privacy Notice, he/she also confirms that he/she understands and knows the language thereof and is not hindered in using this language. These General Participation Rules and the Data Management and Privacy Notice are written in English.

## 5. Handling objections, complaint handling

1. If you have any objections or complaints, please contact us by post or email.
2. You can submit your report and questions to the following addresses:  
Headquarters, postal address: DEDU Kft., 1096 Budapest, Thaly Kálmán utca 39. E-mail: [info@dedu.hu](mailto:info@dedu.hu)
3. In the event of a written complaint, the Company will investigate the complaint within 30 days, and within this deadline, the Company will also send a substantive written response to the complaining User. If the Company rejects the complaint, it is obliged to justify it.
4. If the complaint is rejected, the User may contact the conciliation body operating under the county chamber of commerce and industry competent for his/her place of residence, or, failing that, the Budapest Conciliation Body operating under the Budapest Chamber of Commerce and Industry competent for the Company's registered office (1016 Budapest, Krisztina krt. 99. III. em. 310., Mailing address: 1253 Budapest, Pf.: 10.), and in addition, the User may contact the district office competent for his/her place of residence, and in consumer protection matters, the Pest County Government Office acts in second instance. The User may find information about the contact details of the district office of his/her place of residence on the following website: [jarasinfo.gov.hu](http://jarasinfo.gov.hu).

## 6. Data management information

1. We would like to inform you that the current version of the Data Management and Privacy Policy related to our data management is available on the Website.
2. Please note that this Privacy Policy may change from time to time. We will post any changes to the statements on our Website.
3. By using our service, you consent to us transferring the data you provide to our data processors as specified in the Data Management and Privacy Policy.

## 7. Limitation of liability

1. The Company is not liable for any errors, damages, or harm caused by the use of the Internet that occur independently of the Service Provider, especially if they occur as a result of the events listed below:
  - Sending and/or receiving any data via the Internet;

- Any error occurring in the Internet network that prevents the smooth operation of the system and communication;
  - Any failure in any receiving device on the communication lines;
  - Loss of any electronic mail or data;
  - Malfunction of any contributing software;
  - Consequences of any event resulting from a program or technical error;
2. The User is obliged to provide the hardware and software environment necessary for using the Website.
  3. The User uses the Website at his own and sole responsibility.
  4. The Company is not responsible for the accuracy of the data and information on the Website and for any damage that may arise for the User or any other third party as a result of the use of this data and information.
  5. The Company does not assume any quality or other liability for the services provided by the stamping points and Kajla passport collection points published on the Website, neither in terms of quantity, quality, nor legality. Such problems are handled exclusively between the location and the User. Furthermore, the Company does not assume any liability for the opening hours, exact address and contact details of the locations published on the Website, therefore the User is advised to inquire about the opening hours, exact address and contact details of the given location before visiting. This information on the Website serves as a guideline for the User.
  6. The Company is also not liable for any loss resulting from a virus infection affecting the User's computer or other property as a result of using the Website, accessing the Website, or downloading any material from the Website.
  7. By following links on the Company's Website, you may leave the Company's network and access content located outside its systems. The Company is not responsible for the content, accuracy and operation of websites created by third parties.
  8. We reserve the right to restrict, suspend or terminate access to any part or all of the Website or any of its features at any time without prior notice.

## 8. Copyright

1. The Website, together with its associated software, documentation, source and object codes, graphic, textual and other materials, is a work of authorship protected by Act LXXVI of 1999 on Copyright, over which the Company has exclusive ownership and copyright.
2. The Company owns and has exclusive rights to all rights in and to any reproduction, translation, modification, transformation, reverse engineering, hacking of the Website and any derivative work from the Website, and any subsequent software, system version or result, including any development or further development of the Website.
3. All patents, copyrights, design rights, trade secrets, know-how and other intellectual property rights related to the Website are the exclusive property and rights of the Company and remain the exclusive property and rights of the Company regardless of whether they have been recognized or registered.
4. Since the Website is considered a copyrighted work, it is prohibited to download (replicate), retransmit to the public, use in any other way, store electronically, process and sell the contents or any part thereof appearing on the Website without the written consent of the Company.
5. The Company reserves all rights to all elements of its service.
6. The User acquires a non-exclusive, non-transferable, fixed-term right of use to run, operate and use the Website.
7. The User may not take any action or engage in any conduct that violates or endangers the Company's intellectual property, property rights or other rights, or that acquires any rights in connection with the Website.