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## Ploom Privacy Notice

### Privacy Notice Summary

The purpose of this Privacy Notice summary is to briefly describe what personal data we process and how we process it in connection with your use of the website available at <http://www.ploom.hu/> ("**Website**"), and the Ploom account, as well as during our interactions with you as a consumer.

#### Data Controller

The data controller is **JTI Hungary Zrt.**, Budapest, Lechner Ödön fasor 7, 1095, e-mail address: [dataprivacyHU@jti.com](mailto:dataprivacyHU@jti.com); "**JTI**", "**our**" or "**we**").

#### Data processing purposes and legal bases

We process your personal data for the following purposes in connection with maintaining the Website and Ploom account and our relationship with you:

- **Ploom account management:** To create a Ploom account and the associated processing of personal data are necessary to identify you as user, to verify your age and to provide access to services, features, product information and surveys offered to our registered users, to receive related e-mail messages, as well as SMS and telephone communications based on your preferences for which we rely on your (explicit) consent, which you give with and during the creation of your Ploom account.
- **Website operations:** in connection with the operation of the Website, we place and process data on your end-user device in accordance with the Website's notice on cookies and other technologies (<https://www.ploom.hu/hu/sutiszabalyzat>), for the purposes of providing information society services and preventing fraud and abuse, and for which we rely on our legitimate interest.
- **Website analytics:** we keep and evaluate data about your recent visits to our Website and, for analytical purposes, how you have browsed through different parts of our Website to understand how our Website is used and thereby make it more practical for you to use. We rely on your consent in this regard.
- **Provision of customer service:** the processing of your data is necessary for us to be able to deal with your request, complaint or enquiry, as indicated in your request, for which we rely on our legitimate interest as a legal basis.
- **Telephone customer service voice recording:** we record customer service conversations with you, and we process this data to use the recordings to monitor, train and improve the quality of our customer service and to improve our services. We rely on your consent in this regard.
- **Consumer satisfaction survey:** if you give your explicit consent, we will process your personal data for the purpose of conducting the consumer satisfaction survey. In this case, we will assign an individual user ID to your survey responses, which will be used for profiling purposes. This means that we analyse and evaluate your answers and link them to your profile in the Ploom consumer database. The information obtained in this way helps us to understand our consumers' experiences with our products and tobacco products, how they use them, what they prefer and how their opinions change in future surveys. With this knowledge we can develop and improve our products services and communication.
- **Provision of a gift voucher:** we provide you with a gift voucher, as a token of our appreciation for participating in our survey. Additionally in certain cases, we may offer you a gift voucher at our discretion, for which purpose, it is necessary to process your personal data required for providing the benefit. If you accept the gift voucher, which is a condition for receiving the voucher, in that regard we rely on contractual necessity regarding data processing.
- **Warranty administration:** your name, bank account number, and Ploom device information, is processed to exercise your consumer rights related to your Ploom device, enforce the money-back guarantee, and ensure compliance with applicable consumer protection laws. Your email address and phone number are processed for the purpose of contacting you in connection with the money-back process. In this regard, we rely on our legitimate interest.
- **Establishment, exercise or defence of legal claims:** data processing is carried out in order to assert or defend our claims or the claims of third parties based on our legitimate interest as a legal basis, arising from the operation of the Website and the administration of the guarantee, and to provide information to the competent authorities and courts, if necessary.
- **Processing of special categories of personal data:** we process special categories of personal data based on your explicit consent, which you provide when creating your Ploom account. Alternatively, such data is processed if necessary for the establishment, exercise, or defend of legal claims.

Providing this information is voluntary. However, in certain cases, without it, we will not be able to grant you access to our services, consumer surveys, or communications, we will not be able to send you a gift voucher for completing a survey, fulfil your requests or requirements, or, in some cases, respond to your inquiries or requests.

#### Recipient(s)

We may share your data with our service providers and collaborating partners inside and outside the European Union who help us in our activities. We have put in place appropriate safeguards to do this and to protect the security of your data.

#### Your rights

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In the case of data processing based on consent, you may freely withdraw your consent at any time without restriction. Withdrawal of consent does not affect the lawfulness of processing based on consent prior to its withdrawal.

You have the right to request information from us about your personal data that we process about you, to request its rectification, to object to the processing of your personal data, to request its deletion within certain limits, to request a copy of such data, to exercise your right to data portability and, in part, to request the restriction of its processing.

**You have the right to object to our processing of your personal data at any time on grounds relating to your particular situation, in which case we may no longer process your personal data. Where you have the right to object and you exercise that right, we will no longer process your personal data for such purposes. There is no cost for exercising this right.**

For more information, please read the **full Ploom Privacy Notice - v1.30, 13.12.2024**.

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## Full - Ploom Privacy Notice

v1.30, 13.12.2024

The purpose of this Privacy Notice is to describe what personal data we process and how we process it in connection with your use of the website available at <http://www.ploom.hu/> ("**Website**"), and the Ploom account, as well as during our interactions with you as a consumer.

<b>DATA CONTROLLER</b>	The data controller is <b>JTI Hungary Zrt.</b> , Budapest, Lechner Ödön fasor 7, 1095, e-mail address: <a href="mailto:dataprivacyHU@jti.com">dataprivacyHU@jti.com</a> ; " <b>JTI</b> ", " <b>our</b> " or " <b>we</b> ").
<b>PURPOSES OF THE PROCESSING OF PERSONAL DATA</b>	<p>We process your personal data for the following purposes in connection with maintaining the Website and Ploom account and our relationship with you:</p> <ul style="list-style-type: none"><li>• <b>Ploom account management:</b> To create a Ploom account and the associated processing of personal data are necessary to identify you as user, to verify your age and to provide access to services, features, product information and surveys offered to our registered users, to receive related e-mail messages, as well as SMS and telephone communications based on your preferences for which we rely on your (explicit) consent, which you give with and during the creation of your Ploom account.</li><li>• <b>Website operations:</b> in connection with the operation of the Website, we place and process data on your end-user device in accordance with the Website's notice on cookies and other technologies, for the purposes of providing information society services and preventing fraud and abuse, and for which we rely on our legitimate interest.</li><li>• <b>Website analytics:</b> we keep and evaluate data about your recent visits to our Website and, for analytical purposes, how you have browsed through different parts of our Website to understand how our Website is used and thereby make it more practical for you to use. We rely on your consent in this regard.</li><li>• <b>Provision of customer service:</b> the processing of your data is necessary for us to be able to deal with your request, complaint or enquiry, as indicated in your request, for which we rely on our legitimate interest as a legal basis.</li><li>• <b>Telephone customer service voice recording:</b> we record customer service conversations with you, and we process this data to use the recordings to monitor, train and improve the quality of our customer service and to improve our services. We rely on your consent in this regard.</li><li>• <b>Consumer satisfaction survey:</b> if you give your explicit consent, we will process your personal data for the purpose of conducting the consumer satisfaction survey. In this case, we will assign an individual user ID to your survey responses, which will be used for profiling purposes. This means that we analyse and evaluate your answers and link them to your profile in the Ploom consumer database. The information obtained in this way helps us to understand our consumers' experiences with our products and tobacco products, how they use them, what they prefer and how their opinions change in future surveys. With this knowledge we can develop and improve our products services and communication.</li><li>• <b>Provision of a gift voucher:</b> we provide you with a gift voucher, as a token of our appreciation for participating in our survey. Additionally in certain cases, we may offer you a gift voucher at our discretion, for which purpose, it is necessary to process your personal data required for providing the benefit. If you accept the gift voucher, which is a condition for receiving the voucher, in that regard we rely on contractual necessity regarding data processing.</li><li>• <b>Warranty administration:</b> your name, bank account number, and Ploom device information, is processed to exercise your consumer rights related to your Ploom device, enforce the money-back guarantee, and ensure compliance with applicable consumer protection laws. Your email address and phone number are processed for the purpose of contacting you in connection with the money-back process. In this regard, we rely on our legitimate interest.</li><li>• <b>Establishment, exercise or defence of legal claims:</b> data processing is carried out in order to assert or defend our claims or the claims of third parties based on our legitimate interest as a legal basis, arising from the operation of the Website and the administration of the guarantee, and to provide information to the competent authorities and courts, if necessary.</li></ul> <p>Providing this information is voluntary, but in some cases, we will not be able to fulfil your orders without it, and in some cases we will not be able to respond to your requests or enquiries.</p>
<b>PROCESSED PERSONAL DATA CATEGORIES</b>	<p>To achieve the purposes set out above, we process the following categories of personal data:</p> <ul style="list-style-type: none"><li>• <b>Identifying information:</b> full name; birthday; contact details (e.g. address, email address and telephone number); Ploom device ID</li><li>• <b>Your personal attributes:</b> your gender and age</li><li>• <b>Personal identification data:</b> your individual user ID</li><li>• <b>Contact data:</b> your e-mail address.</li><li>• <b>Account data:</b> including information about our products and services you purchased, such as information about your orders, feedback, market research and other sales data.</li></ul>

- **Customer service data:** details of your interactions with us, including service messages, telephone calls (voice), records of your communications and conversations with us, details of your request, request or complaint.
- **Service quality information:** your personal preferences and habits regarding our and other businesses' products and services.
- **Analytical and technical information:** data related to your use of our Platforms and our customer service, including time and duration, IP address used to connect your device to the Internet, login information, browser type and version, time zone setting, traffic data, browser plug-in type and version, operating system and platform, and information about the use of cookies and tracking technologies. The necessary cookies will always be enabled, and you can enable additional cookies.
- **Communication information,** including communication channel preferences for receiving communications from JTI and/or third parties.
- **Data related to delivery:** your name, e-mail address, delivery address (country, city, postal code, street, house number), telephone number, delivery method chosen, name, price and quantity of the product(s) purchased, associated fees, charges, coupon code used, discount applied, order ID.
- **Special categories of data:** whether you smoke (Y/N), your smoking habits and device usage, complaints and requests regarding products.

**LEGAL BASES FOR PROCESSING YOUR PERSONAL DATA**

- We rely on various legal bases in relation to the processing of your personal data:
- With your consent, we process your personal data on the basis of Article 6(1)(a) of the GDPR ("**Consent**").
  - The performance of a contract with us ("**Contractual Performance**") pursuant to Article 6(1)(b) of the GDPR.
  - Fulfilment of our legal obligations under the law pursuant to Article 6(1)(c) of the GDPR ("**Fulfilment of Legal Obligations**")
  - Our or another third party's legitimate interest pursuant to Article 6(1)(f) of the GDPR ("**Legitimate Interest**").
  - When we process **special categories of personal data**, we rely on your explicit consent pursuant to Article 9(2) (a), which you provide with creating your Ploom account, or if the processing of data is necessary for the establishment, exercise, or defence of legal claims under Article 9(2)(f) of the GDPR.
  - We rely on your **explicit consent** for processing your data as part of our consumer satisfaction survey for profiling purposes pursuant to Article 22 (2) c) of the GDPR.

For the purposes set out below, we process the following categories of personal data on the following legal bases:

Purpose of data processing	Categories of personal data processed	Legal basis	Data retention
<b>Ploom account management</b>	<ul style="list-style-type: none"> <li>• Identifying information</li> <li>• Account data</li> <li>• Communication information</li> <li>• Special categories of personal data</li> </ul>	<ul style="list-style-type: none"> <li>• Consent, which is given separately for each communication channel (e-mail, phone, SMS etc.)</li> <li>• For special categories of personal data, explicit consent pursuant to Article 9(2) (a) GDPR</li> </ul>	Withdrawal of consent / deletion of Ploom account
<b>Website operations</b>	<ul style="list-style-type: none"> <li>• Analytical and technical information</li> <li>• Communication information</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interest (with respect to cookies and other technologies that are necessary to run the Website)</li> </ul>	Until session or until specified in the Cookie Notice.
<b>Website analytics</b>	<ul style="list-style-type: none"> <li>• Analytical and technical information</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> </ul>	Withdrawal of consent or until specified in the Cookie Notice.
<b>Providing customer service</b>	<ul style="list-style-type: none"> <li>• Identifying information</li> <li>• Account data</li> <li>• Customer service data</li> <li>• Communication data</li> <li>• Special categories of personal data</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interest</li> <li>• Fulfilment of legal claims in case of complaints pursuant to Article 17/A (7) of Act CLV of 1997 on Consumer Protection</li> </ul>	3 years

		<ul style="list-style-type: none"> <li>Regarding special categories of personal data if it is necessary for the establishment, exercise, or defence of legal claims pursuant to Article 9(2)(f) of the GDPR.</li> </ul>	
<b>Telephone customer service voice recording</b>	<ul style="list-style-type: none"> <li>Identifying information</li> <li>Customer service data</li> <li>Communication information</li> <li>Special categories of personal data</li> </ul>	<ul style="list-style-type: none"> <li>Consent</li> <li>For special categories of personal data, explicit consent pursuant to Article 9(2)(a) GDPR</li> </ul>	Withdrawal of consent, but maximum 3 months
<b>Consumer satisfaction survey</b>	<ul style="list-style-type: none"> <li>Your personal attributes</li> <li>Identifying information</li> <li>Contact data</li> <li>Account data</li> <li>Service quality data</li> <li>Special categories of personal data</li> </ul>	<ul style="list-style-type: none"> <li>Explicit consent pursuant to Article 22(2)(c) of the GDPR</li> <li>Regarding special categories of personal data if it is necessary for the establishment, exercise, or defence of legal claims pursuant to Article 9(2)(f) of the GDPR.</li> </ul>	Your responses until you withdraw your consent, or your Ploom account is deleted, but no later than 24 months from the date of your last response.
<b>Providing gift voucher</b>	<ul style="list-style-type: none"> <li>Identifying information</li> <li>Contact data</li> <li>Account data</li> </ul>	<ul style="list-style-type: none"> <li>Contractual necessity</li> </ul>	5 years pursuant to the civil law statute of limitations.
<b>Guarantee administration</b>	<ul style="list-style-type: none"> <li>Identifying information</li> <li>Account data</li> <li>Customer service data</li> <li>Data related to delivery</li> <li>Special categories of personal data</li> </ul>	<ul style="list-style-type: none"> <li>Legitimate interest</li> <li>Regarding special categories of personal data if it is necessary for the establishment, exercise, or defence of legal claims pursuant to Article 9(2)(f) of the GDPR.</li> </ul>	Statute of limitations under civil law (5 years)
<b>Establishment, exercise or defence of legal claims</b>	<ul style="list-style-type: none"> <li>Identifying information</li> <li>Customer service details</li> <li>Service quality data</li> <li>Analytical and technical information</li> <li>Communication information</li> <li>Data related to delivery</li> <li>Special categories of personal data</li> </ul>	<ul style="list-style-type: none"> <li>Legitimate interest</li> <li>Regarding special categories of personal data if it is necessary for the establishment, exercise, or defence of legal claims pursuant to Article 9(2)(f) of the GDPR.</li> </ul>	Statute of limitations under civil law (5 years)

We have a legitimate interest in maintaining the operation of the Website, resolving warranty claims, and handling requests, questions, complaints about the Ploom product, and for the establishment, exercise or defence of legal claims or third party legal claims relating to the Ploom product, our Website and customer support services. This also includes, where necessary, making your complaint, request or other request for personal data available to our external service providers, such as lawyers, who will assist us in responding to and resolving your complaints, requests, (legal) claims or queries.

In order to ensure the essential functioning of the Website, we have a legitimate interest in placing certain data on your end-user device in connection with the operation of the Website, as the processing of such data is necessary for the operation of the Website and the exercise of our legitimate interest prevails over your right to dispose of your personal data as a data subject using the Website, as the restriction of rights is necessary and proportionate for the essential functioning of the Website.

As a visitor to or customer of the Website, you can reasonably expect that the processing of your personal data will be necessary to answer your questions and to settle and manage such claims, and that we will process your personal data in connection with the contract between us for the purpose of presenting, asserting or defending legal claims or third party claims, or for the purpose of informing the authorities or courts in the event of a request by a public authority or court.

If you have any further questions about the legitimate interests on which we rely as legal grounds for processing, please contact us at [dataprivacyHU@jti.com](mailto:dataprivacyHU@jti.com).

<p><b>DURATION OF STORAGE OF YOUR PERSONAL DATA</b></p>	<p>In accordance with data protection legislation, we will only process your personal data for as long as is necessary for you to be a visitor to the Website and for the performance of the legal relationship between us in relation to the Ploom account or warranty claim provided by us and the claims arising therefrom, and for the purposes necessary to comply with our legal obligations and the purposes for which we collect the data.</p> <ul style="list-style-type: none"> <li>• We will process data processed based on your consent until your consent is withdrawn, and until the deletion (until it is completed) of your Ploom account.</li> <li>• Your customer service enquiry and related correspondence will be kept for three years.</li> <li>• For the purposes of guarantee administration, we will keep your personal data for the statute of limitation period for civil law claims, i.e. five years.</li> <li>• The personal data processed for the fulfilment of accounting obligations are processed for 8 years after the end of the financial year in accordance with Article 169 of Act C of 2000 on Accounting. The personal data processed for the fulfilment of invoicing and tax obligations are processed pursuant to Article 78 (3) of Act CL of 2017 on the Rules of Taxation and Article 179 of Act CXXVII of 2007 on Value Added Tax until the end of the 5th year following the issue of the invoice.</li> <li>• In order to comply with our consumer protection obligations, your personal data will be kept for 3 years in the event of a consumer protection complaint pursuant to Article 17/A (7) of Act CLV of 1997 on Consumer Protection.</li> <li>• If official or judicial proceedings are instituted in connection with the legal relationship between us, we will continue to process your personal data for the duration of such proceedings until their final conclusion.</li> <li>• We will retain end user data until the date specified in the <a href="#">Cookie Notice</a>.</li> <li>• We will retain your data, and your responses processed on the basis of your explicit consent until your consent is withdrawn or your Ploom account is deleted, but no later than 24 months from the date of your last response. Thereafter, the identifier associated with your registration will be separated from your responses and kept in aggregate form or securely deleted so that you can no longer be identified.</li> <li>• We will retain the data relating to the provision of the gift voucher for a period of 5 years from the date of the provision, pursuant to the civil law statute of limitations.</li> </ul>															
<p><b>RECIPIENT(S) OF THE TRANSFER</b></p>	<p>Your personal data may only be accessed by our authorised staff and by our service provider business partners on a <i>need-to-know</i> basis.</p> <p>We transfer your personal data for the purposes concerned to the following recipients or categories of recipients:</p> <p><b>JTI group of companies:</b> in case this is necessary for the efficient and resource-efficient use of internal administration within the group, or for the sharing of tasks and the provision of IT services within the group. A global list of JTI companies and their contact details can be found at <a href="https://www.jti.com/about-us/where-we-operate">https://www.jti.com/about-us/where-we-operate</a>; JTI ensures the protection of personal data transferred to third countries under the safeguards set out in Standard Contractual Clauses under Article 46(2)(c) of the GDPR.</p> <p><b>External data processor service providers:</b> we transfer your personal data to certain third parties in order for them to process the data on our behalf in accordance with instructions that are appropriate for the purpose of the processing. These data processors (call centre service providers, IT and hosting service providers) are contractually obliged to implement appropriate technical and organisational measures to safeguard personal data and to process personal data only in accordance with our instructions.</p> <p>JTI currently engages the following data processors:</p> <table border="1" data-bbox="416 1543 1358 1995"> <thead> <tr> <th>Name</th> <th>Seat</th> <th>Data processing activities</th> </tr> </thead> <tbody> <tr> <td>SurveyMonkey Europe UC</td> <td>Ella House, Suite 40.4 40 Merrion Square East Dublin 2, D02 NP96, Ireland</td> <td>Hosting services</td> </tr> <tr> <td>Ypiresia 800 – Teleperformance Single Member S.A</td> <td>222, Pireos str, Tavros, Greece</td> <td>Providing customer service</td> </tr> <tr> <td>Wonderduck Agency Zrt.</td> <td>1118 Budapest, Rétköz utca 31. fszt.1.</td> <td>Guarantee administration</td> </tr> <tr> <td>Microsoft Ireland Operations Limited</td> <td>70 Sir Rogerson's Quay Dublin 2, Ireland</td> <td>Hosting services (Azure)</td> </tr> </tbody> </table>	Name	Seat	Data processing activities	SurveyMonkey Europe UC	Ella House, Suite 40.4 40 Merrion Square East Dublin 2, D02 NP96, Ireland	Hosting services	Ypiresia 800 – Teleperformance Single Member S.A	222, Pireos str, Tavros, Greece	Providing customer service	Wonderduck Agency Zrt.	1118 Budapest, Rétköz utca 31. fszt.1.	Guarantee administration	Microsoft Ireland Operations Limited	70 Sir Rogerson's Quay Dublin 2, Ireland	Hosting services (Azure)
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	<p>Treasure Data, Inc.</p>	<p>2440 W El Camino Real, Suite 101 Mountain View, CA 94040</p>	<p>Consumer data platform service, hosting</p>	
<p><b>INTERNATIONAL DATA TRANSFERS</b></p>	<p><b>Hungarian Tobacco retailers:</b> persons conducting retail tobacco trade activities, as data processors mandated by JTI, assist consumers with the registration and warranty administration of Ploom products through a device specifically provided by JTI for this purpose.</p> <p><b>Other third-party service providers:</b> persons that determine, individually or jointly with others, the purposes and means of the processing of personal data. These include, for example, lawyers, auditors, public authorities and courts in Hungary, if it's necessary to pursue a legal claim or respond to a request.</p> <p>We process your personal data in accordance with Hungarian data protection laws and transfer the data within the European Economic Area ("EEA") and outside the EEA to the United States of America. Where we transfer your personal data outside the EEA, we will take appropriate measures to ensure that your personal data is adequately protected, regardless of the country of the recipient of the transfer, in order to comply with our legal obligations. Such measures may include a data protection adequacy decision by the EU Commission or, for example, requiring and obtaining a contractual commitment from any third party with access to your personal data to ensure that your personal data is protected to at least the same level of protection as it would be within the EEA. For more information about these measures, please contact us at <a href="mailto:dataprivacyHU@jti.com">dataprivacyHU@jti.com</a>.</p>			
<p><b>YOUR RIGHTS</b></p>	<p>In the case of data processing based on your consent, you may freely withdraw your consent at any time without restriction by deleting your Ploom account or by contacting us. Withdrawal of consent does not affect the lawfulness of processing based on consent prior to its withdrawal.</p> <p>You have the following rights in relation to our processing:</p> <ol style="list-style-type: none"> <li><b>1. Right of access:</b> you have the right to obtain confirmation/feedback from us as to whether or not your personal data is being processed and, if so, you have the right to access your personal data. The right of access covers, inter alia, the purposes of the processing, the categories of personal data processed and the recipients or categories of recipients to whom or which the personal data have been or will be disclosed.</li> <li><b>2. Right to rectification:</b> you have the right to have inaccurate personal data about you rectified at your request.</li> <li><b>3. Right to object:</b> <div data-bbox="375 1252 1434 1435" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><b>You have the right to object to our processing of your personal data at any time on grounds relating to your particular situation, in which case we may be required to stop processing your personal data. Where you have the right to object and you exercise that right, we will no longer process your personal data for such purposes. There is no cost for exercising this right. This right does not apply to you, in particular where the processing of your personal data is necessary for pre-contractual measures or for the performance of a contract already concluded.</b></p> </div> </li> <li><b>4. Right to restriction of processing:</b> you have the right to request the restriction of the processing of your personal data.</li> <li><b>5. Right to erasure (right to be forgotten):</b> you have the right to request the erasure of your personal data.</li> <li><b>6. The right to data portability:</b> you have the right to receive the personal data we have about you in a structured, commonly used, machine-readable format, and the right to have that personal data transmitted to another controller without our hindrance.</li> </ol> <p><b>Right to file a complaint:</b> you can file a complaint with the National Authority for Data Protection and Freedom of Information (1055 Budapest, Falk Miksa utca 9-11., phone: +36-1-391-1400, Fax: +36-1-391-1410, e-mail: <a href="mailto:ugyfelszolgalat@naih.hu">ugyfelszolgalat@naih.hu</a>)</p> <p>In case you would like to exercise your rights or withdraw your consent, please contact us at <a href="mailto:dataprivacyHU@jti.com">dataprivacyHU@jti.com</a> e-mail address.</p>			