



# HUNGARIAN WATCH

## SPECIAL EDITION

**WE ARE THE CHAMPIONS!**



## Hungarian Watch Special Edition 2019

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Hungarian Watch is a quarterly issued brochure. It contains comprehensive, up-to-date information about Hungary, focusing on breaking news in the fields of law, economics, business and other situations which could have a major impact on the course of Hungarian events.

Hungarian Watch is primarily prepared for those who are thinking about Hungary from an investment point of view. The investment perspective runs through this brochure by leading the reader through the Hungarian business climate including current business and investment opportunities.

We hope that Hungarian Watch will keep you regularly informed on relevant Hungarian news, enabling you to know how and when to seize a business opportunity before it vanishes.

Hungarian Watch has been prepared for the use of clients, partners and staff of VJT & Partners.

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# Summary



## [What is Data Hawk?](#)

In November, 2018, the data protection lawyers of our office won the Wolters Kluwer Legal Award as the “Data protection team of the year” with Data Hawk (“Adatsólyom” in Hungarian), a GDPR compliance software tool. [Read more...](#)



## [Where did the idea come from?](#)

Every good idea is born under a lucky star. Our star is composed of three main building blocks. [Read more...](#)



## [Award-winning Data Hawk](#)

Data Hawk is client-orientated, readily available online and sports an easy-to-use interface. Businesses save time and money using Data Hawk. [Read more...](#)



## [An imaginary entrepreneur's case with Data Hawk](#)

Piroska, an entrepreneur lady born in our imagination, was in big trouble. In May 2018 GDPR came into force, but she did not hear anything about it. She was not alone; the majority of Hungarian businesses were in the same boat with her. One day she turned on the radio and learned that she will have to pay a huge fine if she does not comply with GDPR rules. [Read more...](#)



## [The team behind Data Hawk](#)

“Digital transformation in our everyday lives has become a regular hot topic. As GDPR has been brought on to address legal issues of the digital revolution, the mass demand for GDPR compliance must also be solved with digital tools.” [Read more...](#)

## What is Data Hawk?

*In November, 2018, the data protection lawyers at our office won the Wolters Kluwer Lawyer Award as the “Data protection team of the year” with Data Hawk (“Adatsólyom” in Hungarian), a GDPR compliance software tool.*



### **The Hungarian Data Hawk**

Data Hawk is not a bird and it cannot fly. Although our Hawk does not have feathers, it still has quite a few things in common with its winged namesake. First of all, it can soar through relevant data protection fields extremely quickly and has its eye on acquiring targets - spotting all problematic GDPR issues.

The awarded Data Hawk is an innovative and unique GDPR compliance online software tool.

It is extremely easy to work with. First, the entrepreneur fills out the questionnaire. Then, the software identifies the possible gaps according to the answers, and gives advice on how to eliminate such gaps and how to fix problematic data protection issues. In the case of an enterprise with simple processes – such as a small, private medical practice – Data Hawk provides full GDPR compliance.

Data Hawk was designed to meet the mass demand for GDPR compliance. Thus, the software also had to be designed with simple user interface. Neither does the user need to have any special knowledge of data protection, nor able to interpret complicated legal terms. It is enough that they know how their own business operates.

The uniqueness of Data Hawk is that it incorporates the data protection experience and know-how our firm gained over many years. Thanks to this, it provides high quality service which was previously only been available to large companies. But now is affordable to all Hungarian companies and non-governmental organisations, including those of small and medium size.

With Data Hawk we have transformed the traditional human advisory service into a technological solution that is undemanding, fast and cost-efficient.

## Where did the idea come from?

Every good idea is born under a lucky star. Our star has been composed of three main building blocks:

- As a law firm specialising in data protection, we have for many years assisted clients in responding to data protection challenges. We are well aware that GDPR is a very complex system of rules, and those who wish to work with it, need expert assistance.
- When GDPR entered into force, we asked the question: how will it be possible for all those concerned (in Hungary, approximately 800 thousand) to meet the GDPR requirements? How will our law firm serve the mass demand for GDPR compliance?
- We realised that the GDPR itself represents the digital transformation of our society, the mass demand for GDPR compliance must be also met via digital tools.

This is how the idea of Data Hawk and its products born, bringing us the Legal Award. Client-orientation, innovation and exemplariness – based on these three values, Wolters Kluwer found us worthy for the award.

## Award-winning Data Hawk



Data Hawk is client-orientated, because it is easily available online and has an easy-to-use interface. Businesses save considerable time and money by using Data Hawk.

Data Hawk is innovative, because it placed a task which traditionally involves advisory services into the digital space, and by this it allowed for a much simpler compliance process.

Data Hawk is exemplary, because it provides a high-quality service that previously was only available to big corporations. High-quality data protection audits and advising is now also available to everyday businesses.

## An imaginary entrepreneur's case with Data Hawk

Piroska, an entrepreneur lady born in our imagination, was in big trouble. In May of 2018 GDPR entered into force, but she did not hear anything about it. She was not alone; the majority of Hungarian business were in the same boat as she was. One day she turned on the radio and heard that she must pay a huge fine, if she does not comply with GDPR rules.



So, as always when legal issues arise, Piroska called her lawyer acquaintance. Unfortunately, he said he did not really know anything about data protection, and she would have to wait a few months for his help, because a lot of similar request had been filed before her. He also warned Piroska that it will take great amount of money and time to make her company GDPR-proof.

In desperation, Piroska tried to navigate through the new regulation herself, but found that she did not understand a word of it.

But, thankfully, help was on the way: she told her friend about her new struggles. Her friend recommended Data Hawk software.

Piroska did a quick search for it online and took GDPR compliance matters into her own hands: she bought the software, which cost a fraction of what she would have had to pay to a lawyer. Her first - and suprising - experience was simply that she understood everything. It was written in plain language. No complicated legal mumbo-jumbo, just clear text written for the everyday person, not for some lawyers in an office. The numerous examples also helped her to proceed with ease.

Not having a strong understanding of the digital world, she was slightly doubtful about whether she would know what she would need to do. But there was no reason to fear, the software was plain and simple, and she only had to follow the instructions.

She got through the questions quickly, but she started quite late and soon got tired. No problem! The software allows the user to pause at any time and continue later. The next morning Piroska continued with the questionnaire on the train and by the time she arrived in the office, there was hardly anything left to answer.

When she finished, she also realised that the time that she spent with the task was only a fraction of the time that the lawyer had previously estimated for the full compliance project.

Piroska still has no knowledge of GDPR at all, but now – thanks to Data Hawk – neither does she have any worries.

## The team behind Data Hawk



János Tamás Varga

“Digital transformation in our everyday lives has become a regular hot topic. As GDPR has been brought on to address legal issues of the digital revolution, the mass demand for GDPR compliance must also be solved with digital tools.”

Andrea Belényi

“Data Hawk system is the small and medium companies’ primary assistant. This is their only opportunity for an affordable, yet premium quality GDPR solution. Using the software, small businesses won’t need to face competitive disadvantage against big companies with more financial and human resources.”

Endre Várady

“Data Hawk is a pioneer on the Hungarian market. It uses the opportunities which come with digitalisation and automatization, and makes a team of experts immediately available for small businesses to provide professional assistance in GDPR compliance– even when human resources are extremely scarce. In a lot of aspects it provides this service in a manner that the user gets much more than with conventional legal assistance.”

András Lovretity

“Data Hawk makes quality professional help accessible for an unlimited number of users simultaneously. There is no need to an schedule appointment or wait. Data Hawk is there to use tirelessly 24/7, and it provides the same high-quality support to every user, every time.”



# About VJT & Partners

## The Firm

VJT & Partners is a Hungarian commercial law firm advising international and domestic corporate clients and entrepreneurs. The firm was founded by János Tamás Varga, who has created a highly successful team based on values including inspiring leadership, striving for perfection, commitment, courage and harmony.

VJT & Partners is recognised as one of Hungary's leading commercial law firms and also as an excellent collaborative partner, working hand-in-hand with its clients. Clients value the firm's absolute commitment, leading to effective and enduring relationships. The firm combines the highest degree of professionalism, the efficient delivery of legal services with dynamism, flexibility, responsiveness and personal attention.

Lawyers in the firm have developed an in-depth understanding of both the legal and the commercial realities of business. The firm prides itself in giving direct, honest and practical advice, tailored to its clients' needs. The shared values of VJT & Partners are at the very core of the creativity and 'fresh thinking' approach of the firm.

As a member of the EU, but not the single currency, Hungary has a unique language and business culture and a complex legal system bringing particular challenges. All lawyers at VJT & Partners have extensive experience of working with international and domestic companies alike, to help navigate these challenges and to achieve their objectives in Hungary, and to ensure appropriate regulatory approvals.

The leading legal directories rank VJT & Partners highly across a range of practice areas.

VJT & Partners is a full-service law firm that satisfies the needs of clients across a broad range of industries and professions. The firm's legal services include aviation, commercial contracts, competition, corporate M&A, data protection, dispute resolution, finance, immigration, employment, intellectual property, outsourcing, private equity, real estate, regulatory, restructuring and insolvency, and technology.

## Practice Areas

The firm is especially active and highly ranked in the following areas:

### Corporate mergers and acquisitions

VJT & Partners believes that advising on M&A transactions is to provide more than just legal advice. Understanding the logic and dynamics of the industry sector in which the client and other participants operate is a prerequisite for success.

We advise clients on international and Hungarian M&A transactions including acquisitions, disposals, mergers and demergers, from deal inception through due diligence and negotiations to post completion. The expertise of our multi-disciplinary team in the areas of corporate, commercial, competition, real estate, employment and regulatory enables us to provide excellent service.

### Employment

The highly-rated employment lawyers at VJT & Partners have a wealth of experience in all aspects of contentious and non-contentious employment matters. Fully appreciated for understanding their clients' business goals, lawyers design structures and procedures that are watertight and defensible in many court proceedings.

We regularly advise employers on general employment matters including drafting employment agreements, internal policies, termination agreements, termination notices and complex mass dismissal structures as well as employee incentive schemes. We have particular expertise in managing work permit and business immigration applications as well as advising on the different employment and labour related issues which arise with commercial transactions such as outsourcing.

Our team has successfully represented employers and executive employees in all types of court proceedings in Hungary. In particular, we represent clients in disputes concerning issues which include unlawful termination, overtime payment and bonus claims.

### Technology

Understanding our clients' underlying technical and technological ideas and objectives, while providing clear, concise and practical advice lies at the heart of our work. The phenomenon of convergence and the rapid proliferation of innovative services inspire our Information, Communications & Technology (ICT) team to continue to build unique expertise in a wide range of technology matters.

Our lawyers have particularly strong track record in commercial IT arrangements such as software licensing, call centre and hosting services as well as hardware procurement, online and e-commerce matters such as setting up web-shops. We also regularly advise on sector-specific regulatory issues concerning communications services such as licensing, interconnection and carrier-pre selection.

## How We Work

Lawyers at VJT & Partners are encouraged to develop, to enjoy their work and to become real 'Masters of Collaboration'. Clients comment on the firm's cooperation, communication and its absolute commitment to what they are trying to achieve.

In turn, we find that this leads to effective and enduring relationships. We combine the highest degree of professionalism and the efficient delivery of legal services with dynamism, flexibility, responsiveness and personal attention.

## Our Values

The values that lie at the heart of our business ethos are the building blocks of our business. Nurturing the following values brings the 'hearts and minds' of VJT & Partners' lawyers together as one successful team. We would be happy to talk you through them, what they mean to us, to our business and our clients:

- Inspiring leadership
- Striving for perfection
- Commitment
- Courage
- Harmony

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