

OBLIGATION TO INFORM (GENERAL USE)

6.11.2019 / Version No:1

DATA CONTROLLER: ARKAS HOLDİNG A.Ş.
Umurbey Mah. Liman Cad. No:38/1 Konak, İzmir

ARKAS HOLDİNG A.Ş. (Data Controller), processes, stores and protects your following personal data:

- **Your Identification Information:** Name, surname, name of parents, date of birth, place of birth, gender, nationality, TR ID number, identity information, your blood group and religion information if stated on your ID obtained through the photocopy of your identity card, whether you have signature authority and your ID photo.
- **Contact Information:** Your address, telephone number, e-mail address, your registered electronic mail (REM) address if you have one.
- **Customer Information:** Your customer transaction information, signature, the information of the company you work for, tax information, your bank account information, professional experience information, profession, duty and title information, vehicle information, information obtained as per the legal proceedings, tax number, information about your instructions, requests and complaints, your preferences and habits regarding our products and services.
- **Transaction Security Information:** Your MAC address, your log records.
- **Visual and Audio Information:** Your photographs and camera records.

Therefore, as the Data Controller, we would like to inform you according to the Personal Data Protection Law (Law) no. 6698.

1. The Method of Collecting Personal Data and Legal Reason:

Your personal data refers to "any information related to an identified or identifiable natural person" collected in physical and electronic environments for the purposes stated in this obligation to inform.

Your personal data is processed for the following legal reasons specified in Article 5 of the Law; "clearly prescribed by law ", "when the establishment of a contract or its performance is directly related to the processing of personal data belonging to the parties of the contract", "the necessity of personal data processing in order to fulfil the legal obligation of the data controller", "the establishment, use or protection of a right to process personal data" and " data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of data subject".

In the absence of at least one of the stated legal reasons, your explicit consent to the processing of your personal data will be prompted. You can find the cases where your explicit consent is prompted in the "explicit consent form".

2. Purposes of Processing Your Personal Data

Your personal data collected will be processed for the purpose of;

Conducting emergency management processes,
Execution of information security processes,
Execution of Auditing/Ethical Activities,

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Execution of Access Rights,
Conducting Activities in Accordance with the Legislation,
Execution of Finance and Accounting,
Execution of Loyalty Processes to Companies/Products/Services,
Ensuring Physical Security,
Execution of Assignment Processes,
Monitoring and Execution of Legal Affairs,
Execution of Internal Audit/Investigation/Intelligence Activities,
Conducting Communication Activities
Planning Human Resources Processes
Execution / Audit of Business Activities
Conducting Occupational Health / Work Safety Activities
Taking and Evaluating Suggestions for Improvement of Business Processes
Conducting Business Continuity Activities
Conducting Logistics Activities
Execution of the Procurement Process of Goods/Services
Execution of After Sales Support Services
Execution of Sales of Goods / Services
Execution of Production and Operation Processes of Goods/Services
Execution of Customer Relationship Management Processes
Conducting Customer Satisfaction Activities
Organization and Event Management
Conducting Marketing Analysis Processes
Conducting Advertising/Campaign/Promotion Processes
Execution of Risk Management Processes
Custody and Archive Activities
Social Responsibility and Civil Society Activities
Conduct of Contract Processes
Conducting Strategic Planning Activities
Tracking of Requests/Complaints
Ensuring Security of Movable Goods and Resources
Conducting Marketing Processes of Products / Services
Ensuring the Security of Data Controller's Operations
Conducting Investment Processes
Informing Authorized Persons, Institutions and Organizations
Execution of Management Activities
Creating and Tracking Visitor Records

However, if you consent to our processing of your personal data, your data will also be processed for the purpose of customizing your personal data, products and services in line with your needs and requests, measuring your satisfaction with the products and services, developing, diversifying our products and services based on your requests and needs, promoting and providing information regarding the activities of the company and its affiliates, conducting marketing analysis studies, conducting personalized campaigns, advertisements, promotional activities.

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3. Transfer of Personal Data:

Your personal data collected in accordance with the Law and the articles above are transferred to our local and international business partners and suppliers, to the Data Controller business partners, legally competent and responsible public institutions, organizations and persons in accordance with the basic principles stipulated by the Law and within the scope of the personal data processing conditions and purposes specified in Articles 8 and 9 of the Law and for the purposes set out above.

4. Your Rights as the Personal Data Owner

As a data owner, you may send your requests, within the scope of Article 11 of the Law regulating the rights of the data subject, to the address of data controller's in written form with a handwritten signing according to "Communiqué on Application Procedures and Principles to the Data Controller". You may also send an electronically signed e-mail to arkasholding@hs03.kep.tr, and if you have previously sent an e-mail to us, you may send another e-mail kvkkirtibat@arkas.com.tr by using the same e-mail address and you may contact the data controller or the data controller's contact person via other methods stated in the Communiqué.

The Data Controller shall conclude your request as soon as possible and within at the latest 30 (thirty) days as of the date of notification according to the nature of your request.

If you want to receive detailed information about the processing of your personal data, you may check out following link <http://www.arkas.com.tr/>