

## Ege Turizm ve Gayrimenkul Yatırımları A.Ş. Clarification Text of Website

Pursuant to Law No. 6698 on the Protection of Personal Data ("LPPD"), your personal data may be processed by Doğuş Perakende Satış Giyim ve Aksesuar Ticaret A.Ş. ("Company") within the scope described below.

You can reach the brands in which our company operates at <https://www.dogusperakende.com.tr/markalarimiz/>.

### Which Personal Data We Collect?

Your personal data collected are listed below:

<b>Identity</b>	Name, Surname
<b>Contact</b>	E-mail address
<b>Finance</b>	Bank and card information
<b>Transaction Security</b>	IP address information, website login/logout information, password and credential details
<b>Legal Process and Compliance Information</b>	The commencement and termination times of the provided service, the nature of the service rendered, and the volume of data transferred.
<b>Marketing</b>	Information obtained through advertising, promotion, survey and campaign work

### How Do We Collect Your Personal Data? On What Legal Grounds and For What Purposes Do We Process Your Personal Data?

Your personal data may be collected through online forms on our websites, communication applications, as well as through online forms for suggestions, complaints, information requests, and our mobile applications.

Your personal data is collected and processed by the Company based on the personal data processing conditions specified in Article 5 of the LPPD for the purposes ("Purposes") and legal grounds set out below.

- **Based on the legal reason for establishing a contract and fulfilling its requirements (Article 5/2/c of the LPPD):** Your identity, communication, and transaction security data may be processed for the purposes of providing services through our website.
- **Based on the legal ground that it is expressly provided for by the laws and is necessary for compliance with a legal obligation to which the Company is subject (Article 5/2/a and ç of the LPPD):** Your identity, communication, and transaction security data may be processed for the purposes of fulfilling the legal obligations to which our company is subject, ensuring compliance with statutory retention requirements, providing information/documents to relevant authorities in accordance with the legislation, conducting official correspondence, responding to data subject requests in compliance with the legislation, and taking necessary actions.

- **Based on the legal ground that data processing is necessary for the establishment, exercise or protection of any right (Article 5/2/e of the LPPD):** Your identity, communication, transaction security data, and legal transaction and compliance information may be processed for the purpose of evaluating requests and complaints, and retained for the general statute of limitations period to serve as evidence in potential future disputes.

- **Based on the legal ground that processing of data is necessary for the legitimate interests pursued by the data controller, provided that this processing shall not violate the fundamental rights and freedoms of the data subject (Article 5/2/f of the LPPD):** Your identity, communication, transaction security, legal transaction, and compliance information may be processed for the following purposes: conducting necessary activities for the relevant departments of our company to carry out the commercial activities; planning business strategies and executing business processes; implementing necessary controls to ensure the security of our website; carrying out activities to strengthen information security; planning and executing corporate communication management processes; managing customer/potential customer relationships; performing necessary actions to ensure that data subjects can benefit from the products and services offered by our company, including sales and marketing activities of our products and services; monitoring customer acquisition activities; providing information to third parties or legal entities in business relationships with our company as part of executing commercial activities; ensuring the legal, technical, commercial, and business security of our company and parties in business relationships with us; determining and implementing our company's commercial and business strategies; addressing requests, questions, suggestions, and complaints, and carrying out all necessary research, development, corrective, and preventive activities to prevent recurrence of complaints; evaluating suggestions for improving our services.

- **Based on your explicit consent (Article 5/1 of the LPPD):** Your personal data collected will be processed in accordance with the purposes specified below, based on the legal grounds of explicit consent for commercial electronic communication approval as per Article 6 of the Turkish Electronic Communications Law and Article 5, paragraph 1 of the Personal Data Protection Law (LPPD), limited to activities related to sending electronic commercial communications.

You can withdraw your consent for the sending of electronic commercial communications at any time. For the purposes of carrying out loyalty or campaign programs, including those in which our Company is involved or will be involved, as well as the marketing processes for our products and services, profiling, and analysis activities, your identity, contact, and marketing data may be processed by our Company, our food and beverage subsidiaries, Doğuş Bilgi İşlem ve Teknoloji Hizmetleri A.Ş. and other affiliates. Additionally, your identity and contact data may be processed for the purpose of sending advertisements, promotions, campaigns, and similar commercial electronic

communications to your contact information shared with our Company.

### **With Whom and For What Purposes May We Transfer Your Personal Data?**

Your personal data collected may be processed within the framework of achieving the above-mentioned Purposes, under our legitimate interest, and shared with our business partners, suppliers, and, if you give explicit consent, for the purpose of providing personal advertising services with Doğuş Group companies and for the creation of loyalty and campaign programs and a shared data pool with Doğuş Bilgi İşlem ve Teknoloji A.Ş.; in accordance with the legal obligations and to comply with laws, may be shared with authorized public institutions and private individuals as clearly stipulated by the law; and with your explicit consent, your identity, contact, and customer transaction data may be transferred to Amazon Inc. located abroad due to the servers used for infrastructure services provided by Akinon Yatırım ve Proje Geliştirme A.Ş.; and for the purpose of customer communication, your identity and contact data may be transferred to WhatsApp LLC located abroad in order to send commercial electronic communications via WhatsApp; and may be transferred in accordance with the rules specified in Articles 8 and 9 of the LPPD related to the transfer of personal data, as stipulated in the 5th article of LPPD.

### **What Are Your Rights as a Data Subject?**

We would like to inform you that you are entitled to following rights set forth under Article 11 of the LPPD. (i) learning whether your personal data are being processed, (ii) requesting information if your personal data have been processed, (iii) learning the purpose of the processing of your personal data and whether they have been used accordingly, (iv) learning which third parties domestic or abroad your personal data has been transferred to, (v) requesting rectification in case your personal data has been processed incompletely or inaccurately and notification of

the operations made within this scope to third parties to whom your personal data has been transferred, (vi) demanding the erasure or destruction of your personal data and the notification to third parties whom your personal data has been transferred to in case the reasons requiring its processing have disappeared, although it has been processed in accordance with the LPPD and other relevant provisions of other laws (vii) objecting to negative consequences to you that are concluded, as a result of analysis of the processed personal data through solely automatic systems, (viii) demanding compensation for the damages that you have suffered as a result of unlawful processing of your personal data.

You may convey your requests concerning your rights listed above to our Company via [kvkk@dogushrg.com](mailto:kvkk@dogushrg.com). Depending on the nature of your request, your application will be concluded by the data controller you have applied for free of charge and as soon as possible, within 30 (thirty) days at the latest. However, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.

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I hereby approve the processing of my personal data specified within the scope of the Clarification Text for the purpose of carrying out the marketing processes of products and services, including loyalty and campaign programs to which the Company is or will be subject, including profiling and analysis activities, recommending the products and services offered by customizing them according to my likes, usage habits and needs, personalized advertising activities, and sharing my marketing data with the Company's Doğuş Bilgi İşlem ve Teknoloji Hizmetleri A.Ş. subsidiary and other subsidiaries, and third parties from which services are received, limited to this.