CLARIFICATION TEXT ON THE PROCESSING OF PERSONAL DATA REGARDING THE SENDING OF COMMERCIAL ELECTRONIC MESSAGES

Within the scope of the Law on the Protection of Personal Data No. 6698 ("Law"), as Kanyon Yönetim İşletim ve Pazarlama Anonim Şirketi ("Company"), registered with the Istanbul Trade Registry under trade registry number 534722-0, acting in the capacity of Data Controller, we would like to inform you regarding your personal data processed during the commercial electronic message transmission process.

- Processed Personal Data, Purposes of Processing Personal Data, Transferee Parties, and Transfer Purposes

We process your personal data included in the processes below, within the scope of the stated processing purposes, in light of the general principles in Article 4 of the Law, by fully or partially automated means or non-automated means provided that they are part of a data filing system; and we transfer them to the specified transferee parties within the scope of the data processing conditions set forth in Articles 5 and 6 of the Law, in compliance with the rules regarding the transfer of personal data in Article 8 of the Law. The necessary administrative and technical measures are taken by our Company to ensure the security of your personal data.

Personal Data	**Processing Purpose**	**Legal Basis1**	**Transferee Party**	**Transfer Purpose**
Identity *(Name-Surname, Date of Birth)*	Promotion and marketing of services, promotion of the business, and increasing brand recognition through content such as celebrations and wishes, including birthday greetings	Explicit consent	Our outsourced service provider for customer relationship processes	Managing and ensuring the control of business processes Conducting storage and

Personal Data	Processing Purpose	Legal Basis1	Transferee Party	Transfer Purpose
Contact *(Email Address, Phone Number)*				archive activities

*In accordance with the Law on the Regulation of Electronic Commerce No. 6563, we are required to obtain your consent in order to send you commercial electronic messages. You may stop the relevant commercial communication at any time and without giving any justification by performing the action (rejection/opt-out) specified in the commercial electronic messages we send, thereby halting the personal data processing activities based on explicit consent.

In order to fulfill the obligations within the scope of the Law;

Personal Data	Processing Purpose	Legal Basis	Transferee Party	Transfer Purpose
In case this Clarification Text is presented online;	Providing clarification within the scope of the LPPD (KVKK) and obtaining your explicit	Fulfillment of a legal obligation	Authorized institutions and organizations	Fulfillment of a legal obligation

Personal Data	Processing Purpose	Legal Basis	Transferee Party	Transfer Purpose
Identity Information	consent where necessary		Our information systems solutions used in technical infrastructure and technical service providers	Conducting storage and archive activities

The legal bases specified in this Clarification Text refer to the personal data processing conditions set forth in Article 5 of the Law, and their abbreviations have been included for ease of review.

Personal Data	Processing Purpose	Legal Basis	Transferee Party	Transfer Purpose
(Name-Surname) Transaction Security *(IP Address, Log Record)*			providers	

Personal Data	Processing Purpose	Legal Basis	Transferee Party	Transfer Purpose
In case this Clarification Text is presented physically; Identity Information *(Name-Surname, TR ID Number, Signature)*	Providing clarification within the scope of the LPPD (KVKK) and obtaining your explicit consent where necessary	Fulfillment of a legal obligation	Authorized institutions and organizations Our information systems solutions used in technical infrastructure and service providers from whom we receive technical services	Fulfillment of a legal obligation

Method of Collecting Personal Data

Your personal data is collected electronically within the scope of information and documents you have shared through the website with the extension kanyon.com.tr, our mobile application, events organized by us, campaigns, our call center, telephone, or via other methods.

Rights of the Data Subject

You may convey your requests regarding your personal data within the scope of Article 11 of the Law at any time to the addresses below, in accordance with the "Communiqué on Principles and Procedures for the Request to Data Controller", in writing or by using a registered electronic mail (KEP) address, secure electronic signature, mobile signature, or your electronic mail address previously notified to the Company and registered in our system:

Data Controller: Kanyon Yönetim İşletim ve Pazarlama Anonim Şirketi

Email: kanyon.kvkk@kanyon.com.tr

KEP Address: kanyonyonetimas@kanyonyonetimas.hs02.kep.tr

Address: Büyükdere Cad. No:185 Levent 34394 İstanbul

When submitting your applications regarding your rights under the Law to us, you may use the Data Subject Application Form available at https://www.kanyon.com.tr/bilgi. Your applications will be concluded free of charge as soon as possible and within thirty days at the latest, depending on the nature of your request. However, if the transaction requires an additional cost, a fee may be charged according to the tariff determined by the Personal Data Protection Board.