

## **ED ZEMİN TEKNOLOJİLERİ A.Ş.**

### **GENERAL INFORM TEXT (WEBSITE)**

#### **DATA CONTROLLER: ED ZEMİN TEKNOLOJİLERİ A.Ş.**

ED ZEMİN TEKNOLOJİLERİ A.Ş.

Ayazağa Mahallesi, Azerbaycan Caddesi, Vadistanbul Socar Plaza, 1D Blok No:3 E İç Kapı No:19  
Sarıyer/İstanbul

As ED ZEMİN TEKNOLOJİLERİ A.Ş. (Data Controller), the following personal data of yours are being processed, stored and protected:

- Identity Data: Your name and surname.
- Contact Data: Your address, telephone number, email address, and REM/KEP address if available.
- Customer Data: Information relating to your requests and complaints, your preferences and habits regarding our products and services.
- Transaction Security Data: Your MAC address and log records.

In this regard, we would like to inform you as the Data Controller within the scope of the Personal Data Protection Law No. 6698 (Law).

#### **1. Method and Legal Basis for Collecting Personal Data**

Your personal data; within the purpose and scope stated in this Clarification Text, refers to "any information relating to an identified or identifiable natural person" collected in physical and electronic environments.

Your personal data is processed based on the following legal bases specified in Article 5 of the Law: "explicitly stipulated by law"; "processing of personal data of the parties to a contract being necessary, provided that it is directly related to the establishment or performance of a contract"; "processing being mandatory for the Data Controller to fulfil its legal obligation"; "processing being mandatory for the establishment, exercise or protection of a right"; and "processing being mandatory for the legitimate interests of the Data Controller, provided that it does not infringe the fundamental rights and freedoms of the data subject".

Where none of the specified legal bases exist, your explicit consent for personal data processing will be sought. You can find the cases where your explicit consent is sought in the "Explicit Consent Form".

## **2. Purposes of Personal Data Processing**

Your collected personal data shall be processed for the following purposes:

Conducting information security processes; conducting audit/ethics activities; managing access authorisations; ensuring regulatory compliance of activities; conducting company/product/service loyalty processes; ensuring physical premises security; conducting assignment processes; monitoring and conducting legal affairs; conducting internal audit/investigation/intelligence activities; conducting communication activities; managing and auditing business activities; conducting occupational health and safety activities; receiving and evaluating suggestions for improvement of business processes; conducting business continuity activities; conducting logistics activities; managing goods/service procurement processes; managing post-sale support services; managing goods/service sales processes; managing goods/service production and operation processes; conducting customer relationship management processes; conducting customer satisfaction activities; event and activity management; conducting advertising/campaign/promotion processes; conducting risk management processes; conducting storage and archiving activities; conducting social responsibility and civil society activities; managing contract processes; conducting strategic planning activities; monitoring requests/complaints; conducting marketing processes for products/services; ensuring security of Data Controller operations; informing authorised persons, institutions and organisations; conducting management activities; and creating and monitoring visitor records.

In addition, where you provide consent for processing of your personal data, such personal data shall also be processed for the purposes of: customising products and services in line with your needs and requests; measuring your satisfaction regarding products and services; developing and diversifying our products and services in line with your requests and needs; conducting promotional and informational activities about the Company's and affiliated companies' activities; conducting marketing analysis; and implementing personalised campaigns, advertising and promotional activities.

## **3. Transfer of Personal Data**

Your personal data collected pursuant to the Law and the above provisions; in accordance with the fundamental principles stipulated by the Law and within the personal data processing conditions and purposes specified in Articles 8 and 9 of the Law, and for the above-mentioned purposes, may be transferred domestically and abroad to business partners and suppliers with whom we have a service relationship, to Data Controller business partners, and to legally authorised public institutions, organisations and persons.

## **4. Your Rights as a Data Subject**

You may submit your requests within the scope of your rights under Article 11 of the Law, which governs the rights of data subjects, in accordance with the "Communiqué on Procedures and Principles for Application to the Data Controller", in writing with wet signature to the Data Controller address stated above, electronically signed to [edzemintekno@hs01.kep.tr](mailto:edzemintekno@hs01.kep.tr), or using the email address through which you have previously contacted us to the Data Controller Contact Person, or through other methods specified in the Communiqué on Procedures and Principles for Application to the Data Controller.

The Data Controller shall conclude your request as soon as possible and within a maximum of 30 (thirty) days depending on the nature of your request. For detailed information on the processing of your personal data, you may review the "Policy on Protection and Processing of Personal Data" available at <....com.tr>.