

# DOĞANLAR MOBİLYA GRUBU İMALAT SAN. ve TİC. A.Ş.

## WEBSITE CLARIFICATION TEXT

### UNDER THE PERSONAL DATA PROTECTION LAW NO. 6698 (KVKK)

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This clarification text has been prepared to inform you by Doğanlar Mobilya Grubu İmalat San. ve Tic. A.Ş. ("Doğanlar Mobilya"), in the capacity of the data controller, within the scope of Article 10 of the Personal Data Protection Law No. 6698 ("Law") and the Communiqué on the Procedures and Principles to be Followed in Fulfilling the Disclosure Obligation.

In accordance with the provisions of the law, all your information that makes your identity specific or identifiable will be processed by Doğanlar Mobilya İmalat San. ve Tic. A.Ş. ("Doğanlar Mobilya"), in the capacity of the data controller, as "Personal Data" within the scope below. "Processing of Your Personal Data" refers to all kinds of operations performed on data such as obtaining, recording, storing, preserving, changing, rearranging, disclosing, transferring, taking over, making available, classifying, or preventing the use of these data. With full awareness of this responsibility and as the Data Controller, we process your personal data as explained below and within the limits prescribed by official legislation.

The Clarification Text becomes valid as of the date it is published by our Company. Doğanlar Mobilya reserves the right to make changes to the Clarification Text at any time if necessary. Any changes to be made will take effect immediately upon the publication of the Clarification Text at <https://www.doganlarmobilyagrubu.com/>.

### **Purposes of Obtaining, Processing and Using Your Personal Data by Our Company**

Your personal data is collected through our stores and face-to-face channels, if you sign contracts, letters of commitment and other forms, by non-automatic methods or by fully or partially automatic methods with a digital sales contract, by fully or partially automatic methods through call center, website, mobile applications, online applications, cookies, social media channels, text message, e-mail, voice response system and is processed for the following purposes and legal reasons in accordance with the legislation on the protection of personal data.

Our company processes the personal data it processes within the scope of its activities in accordance with the relevant legislation for the following purposes.

In this respect,

#### **1. Identity Information**

**Processed Personal Data:** Name Surname, Gender, Date/Place of Birth, Signature, ID Card Photocopy, Marital Status, Passport Information, Passport Photocopy, T.R. Identity Number, Nationality Information

**Purpose of Processing Personal Data:**

- Conducting Information Security Processes
- Creating a Current Account
- Conducting Activities in Compliance with Legislation
- Conducting Finance and Accounting Affairs
- Conducting Commitment Processes for Company / Product / Services
- Follow-up and Conducting of Legal Affairs
- Conducting Communication Activities
- Conducting Ensuring Business Continuity Activities
- Conducting Logistics Activities
- Conducting Goods/Service After-Sales Support Services
- Conducting Goods / Service Sales Processes
- Conducting Goods / Service Production and Operation Processes
- Conducting Customer Relationship Management Processes
- Conducting Activities for Customer Satisfaction
- Hotel reservation
- Conducting Marketing Analysis Activities
- Conducting Advertising / Campaign / Promotion Processes
- Conducting Social Responsibility and Civil Society Activities
- Conducting Contract Processes
- Conducting Strategic Planning Activities
- Conducting Marketing Processes of Products / Services
- Ensuring the Security of Data Controller Operations
- Providing Information to Authorized Persons, Institutions and Organizations
- For Reporting to Management
- Conducting Management Activities

**Legal Reasons for Processing Personal Data**

Your personal data specified in the Clarification Text is processed by Doğanlar Mobilya in order to achieve the purposes listed above, based on the relevant legislation and the following legal reasons specified in Article 5 of the Law:

- Clearly foreseen in laws,
- That the processing of personal data of the parties to the contract is necessary, provided that it is directly related to the establishment or performance of a contract,
- That it is mandatory for the data controller to fulfil its legal obligation, and
- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

**2. Contact Information**

**Processed Personal Data:** Address, Phone Number, E-Mail Address

**Purpose of Processing Personal Data:**

- Creating a Current Account
- Conducting Access Authorizations
- Conducting Finance and Accounting Affairs
- Conducting Commitment Processes for Company / Product / Services
- Follow-up and Conducting of Legal Affairs
- Conducting Communication Activities
- Conducting Ensuring Business Continuity Activities
- Conducting Logistics Activities
- Conducting Goods/Service After-Sales Support Services
- Conducting Goods / Service Sales Processes
- Conducting Goods / Service Production and Operation Processes
- Conducting Customer Relationship Management Processes
- Conducting Activities for Customer Satisfaction
- Conducting Marketing Analysis Activities
- Conducting Advertising / Campaign / Promotion Processes
- Conducting Contract Processes
- Conducting Strategic Planning Activities
- Meeting Organization
- Conducting Marketing Processes of Products / Services
- Ensuring the Security of Data Controller Operations
- Providing Information to Authorized Persons, Institutions and Organizations

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**3. Transaction Security Information:**

**Processed Personal Data:** Credit Card Information, Payment Amount, Expense Amount, Password

**Purpose of Processing Personal Data:**

- Conducting Finance and Accounting Affairs
- Conducting Access Authorizations

### **Legal Reasons for Processing Personal Data**

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- That it is mandatory for the data controller to fulfil its legal obligation, and
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### **4. Personal Information**

**Processed Personal Data:** Bank Account Information, Number of Children-Their Ages-Their Educational Information, Activity Certificate, Position-Profession, IBAN Information, Circular of Signature, Lease Agreements, Graduation Information, Tax Board, Tax Number

### **Purpose of Processing Personal Data:**

- Conducting Finance and Accounting Affairs
- Conducting Commitment Processes for Company / Product / Services
- Follow-up and Conducting of Legal Affairs
- Conducting Communication Activities
- Conducting Ensuring Business Continuity Activities
- Conducting Goods/Service After-Sales Support Services
- Conducting Goods / Service Sales Processes
- Conducting Goods / Service Production and Operation Processes
- Conducting Customer Relationship Management Processes
- Conducting Activities for Customer Satisfaction
- Conducting Marketing Analysis Activities
- Conducting Advertising / Campaign / Promotion Processes
- Conducting Contract Processes
- Conducting Strategic Planning Activities
- Conducting Marketing Processes of Products / Services
- Providing Information to Authorized Persons, Institutions and Organizations

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## **5. Risk Management Information**

**Processed Personal Data:** Findeks Report

**Purpose of Processing Personal Data:**

- Follow-up and Conducting of Legal Affairs
- Conducting Communication Activities
- Conducting Ensuring Business Continuity Activities
- Conducting Goods/Service After-Sales Support Services
- Conducting Goods / Service Sales Processes
- Conducting Goods / Service Production and Operation Processes
- Conducting Customer Relationship Management Processes
- Conducting Contract Processes
- Providing Information to Authorized Persons, Institutions and Organizations

## **Legal Reasons for Processing Personal Data**

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## **6. Audiovisual Records**

**Processed Personal Data:** Photo, Voice Recording, Meeting Recordings (Video-Audio), Video, Video Recording

**Purpose of Processing Personal Data:**

- For Use in R&D Studies
- To develop product suggestions and recommend products for customer needs
- Follow-up and Conducting Legal Affairs
- Conducting Communication Activities
- Conducting Goods / Service Sales Processes
- Conducting Customer Relationship Management Processes
- Conducting Activities for Customer Satisfaction
- Conducting Advertising / Campaign / Promotion Processes
- Conducting Social Responsibility and Civil Society Activities
- Conducting Marketing Processes of Products / Services
- Ensuring the Security of Data Controller Operations

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- Clearly foreseen in laws,
- That it is mandatory for the data controller to fulfil its legal obligation, and
- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

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## **7. Legal Transaction Information**

**Processed Personal Data:** Data in the Case File

### **Legal Reasons for Processing Personal Data**

Your personal data in this context is processed by Doğanlar Mobilya in order to achieve the purposes listed above, based on the relevant legislation and the following legal reasons specified in Article 5 of the Law;

- That data processing is mandatory for the establishment, exercise, or protection of a right,
- That it is mandatory for the data controller to fulfil its legal obligation, and
- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

## **8. Financial Information**

**Processed Personal Data:** Cheque, Mortgage Document, Letter of Guarantee

**Purpose of Processing Personal Data:**

- Conducting Activities in Compliance with Legislation
- Conducting Finance and Accounting Affairs
- Conducting Goods / Service Sales Processes

**Legal Reasons for Processing Personal Data**

Your personal data in this context is processed by Doğanlar Mobilya in order to achieve the purposes listed above, based on the relevant legislation and the following legal reasons specified in Article 5 of the Law;

- That the processing of personal data of the parties to the contract is necessary, provided that it is directly related to the establishment or performance of a contract,
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For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

**9. Professional Experience Information**

**Personal Data Processed:** Company Information, Position-Profession, Title

**Purpose of Processing Personal Data:**

- Conducting Finance and Accounting Affairs
- Conducting Goods/Service After-Sales Support Services
- Conducting Goods / Service Sales Processes
- Conducting Goods / Service Production and Operation Processes
- Conducting Customer Relationship Management Processes
- Conducting Activities for Customer Satisfaction
- Conducting Advertising / Campaign / Promotion Processes
- Ensuring the Security of Data Controller Operations

**Legal Reasons for Processing Personal Data**

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- That the processing of personal data of the parties to the contract is necessary, provided that it is directly related to the establishment or performance of a contract,
- That it is mandatory for the data controller to fulfil its legal obligation, and
- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

## **10. Customer Transaction Information**

**Processed Personal Data:** Invoice, Warranty Certificate, Customer Number, Order Information, Complaint Information, Request-Complaint-Suggestion Information, Deposit Position

### **Purpose of Processing Personal Data:**

- For Use in R&D Studies
- Conducting Finance and Accounting Affairs
- Conducting Commitment Processes for Company / Product / Services
- Conducting Communication Activities
- Conducting Ensuring Business Continuity Activities
- Conducting Goods/Service After-Sales Support Services
- Conducting Goods / Service Sales Processes
- Conducting Goods / Service Production and Operation Processes
- Conducting Customer Relationship Management Processes
- Conducting Activities for Customer Satisfaction
- Conducting Marketing Analysis Studies
- Conducting Advertising / Campaign / Promotion Processes
- Conducting Strategic Planning Activities
- Conducting Marketing Processes of Products / Services
- To develop product suggestions and recommend products for customer needs
- Conducting Management Activities
- For Reporting to Management

### **Legal Reasons for Processing Personal Data**

Your personal data in this context is processed by Doğanlar Mobilya in order to achieve the purposes listed above, based on the relevant legislation and the following legal reasons specified in Article 5 of the Law;

- Clearly foreseen in laws,
- That the processing of personal data of the parties to the contract is necessary, provided that it is directly related to the establishment or performance of a contract,
- That it is mandatory for the data controller to fulfil its legal obligation,
- That data processing is mandatory for the establishment, exercise, or protection of a right and
- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

## **11. Marketing**



**Processed Personal Data:** Survey Data

**Purpose of Processing Personal Data:**

- Conducting Communication Activities
- Conducting Activities for Customer Satisfaction
- Conducting Advertising / Campaign / Promotion Processes

**Legal Reasons for Processing Personal Data**

Your personal data in this context is processed by Doğanlar Mobilya in order to achieve the purposes listed above, based on the relevant legislation and the following legal reasons specified in Article 5 of the Law;

- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

## **12. Body Measurements**

**Processed Personal Data:** Height, Weight

**Purpose of Processing Personal Data:**

- For Use in R&D Studies
- To develop product suggestions and recommend products for customer needs
- Conducting Goods / Service Sales Processes
- Conducting Advertising / Campaign / Promotion Processes

**Legal Reasons for Processing Personal Data**

Your personal data in this context is processed by Doğanlar Mobilya in order to achieve the purposes listed above, based on the relevant legislation and the following legal reasons specified in Article 5 of the Law;

- That the processing of personal data of the parties to the contract is necessary, provided that it is directly related to the establishment or performance of a contract,
- That data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned

For cases not covered by the above purposes, your personal data is processed based on your explicit consent, the details of which are specified in the explicit consent text.

## **Sharing Your Personal Data**

Doğanlar Mobilya transfers your personal data to the following recipient groups within the scope of the Law and other legislation, for the purposes set out in this Clarification Text and in accordance with the legal basis, only to the extent necessary to achieve the relevant purpose, by taking the necessary technical and administrative measures.

- To domestic and foreign group companies listed at <https://www.doganlarmobilyagrubu.com/ortaklik-yapisi> and authorized persons acting on behalf of Doğanlar Mobilya or to our affiliates and subsidiaries listed at <https://www.doganlarmobilyagrubu.com/ortaklik-yapisi> limited to the purposes listed above,
- To the suppliers and business partners we work with to supply or deliver to you the products and services you want to purchase or use,
- To our business partners, supplier companies, banks, and financial institutions with whom we cooperate and/or receive services for the purpose of presenting and promoting products and services,
- To lawyers, auditors, consultants, and service providers,
- To your attorneys, guardians and representatives authorized by you,
- In accordance with the relevant legislation and our legal obligations, to institutions or organizations authorized to request your personal data and persons determined by them,
- With hospitals and healthcare institutions in order to fulfil emergency medical interventions and occupational health and safety obligations,

Necessary technical and legal measures are taken to prevent rights violations during data sharing with third parties.

## **Periods for which your personal data will be stored**

In accordance with the relevant legislation, especially the Law, your personal data will be stored for reasonable periods of time in order to fulfil the obligations arising from the nature of the services we provide, during the period the services are provided and in accordance with the relevant legislation for the purposes of fulfilling legal obligations.

In addition, in the event of a dispute that may arise, your personal data may be stored limited to the purpose of providing the necessary defenses within the scope of the dispute and for the limitation periods determined in accordance with the relevant legislation.

## **Situations Where Explicit Consent is Not Required for Personal Data Processing under KVKK**

If at least one of the following situations exists, it will be possible to process personal data in cases where there is no Explicit Consent.

- Clearly foreseen in laws,
- That it is necessary to protect the life or physical integrity of a person who is unable to express his/her consent due to actual impossibility or whose consent is not given legal validity,

- That the processing of personal data of the parties to the contract is necessary, provided that it is directly related to the establishment or performance of a contract,
- That it is mandatory for Doğanlar Mobilya to fulfil its legal obligation,
- That it is made public by the person concerned,
- That data processing is mandatory for the establishment, exercise, or protection of a right,
- That data processing is mandatory for the legitimate interests of Doğanlar Mobilya, provided that it does not harm the fundamental rights and freedoms of the person concerned.
- In addition, your personal data regarding health and sexual life can only be processed by Doğanlar Mobilya without seeking explicit consent for the purpose of protecting public health, preventive medicine, medical diagnosis, treatment, and care services, planning and management of health services and their financing.

### **Your Rights Arising from the Personal Data Protection Law**

In accordance with Article 11 of the Law, you can exercise the following rights by applying to Doğanlar Mobilya using the methods in the "Contact" section of this Clarification Text:

- Learning whether your personal data is being processed or not,
- Requesting information about it if it has been processed,
- Learning the purpose of processing your personal data and whether they are used for their intended purpose,
- Knowing the third parties to whom it is transferred domestically or abroad,
- Requesting correction of personal data if they are incomplete or incorrectly processed,
- Requesting the deletion or destruction of your personal data within the framework of the conditions stipulated in Article 7 of the Law,
- To request that the transactions carried out in accordance with your rights in the form of correction, deletion and destruction stated above be notified to third parties to whom personal data has been transferred,
- To object to the emergence of a result against you by analysing your processed personal data exclusively with automatic systems,
- To request compensation for your losses in case you suffer damage due to unlawful processing of your personal data,

If applications for these purposes require an additional cost, you may be required to pay the fee in the tariff determined by the Personal Data Protection Board.

Your requests in your application will be concluded as soon as possible and within 30 (thirty) days at the latest, depending on the nature of the request.

Rights regarding personal data can only be exercised regarding individuals' own data.

## Contact

You can submit your requests regarding the implementation of the law and your questions regarding your personal data by one of the following methods:

- By using your e-mail address, which was previously notified to Doğanlar Mobilya and registered in the company system, by e-mail to [uyumluluk@doganlarmobilyagrubu.com](mailto:uyumluluk@doganlarmobilyagrubu.com), prepared in accordance with the Communiqué on the Procedures and Principles of Application to the Data Controller,
- After downloading the "Application Form Regarding Personal Data" to your device, fill it out digitally and via e-mail from your registered electronic mail (REM) address [dogtaskelebek@hs03.kep.tr](mailto:dogtaskelebek@hs03.kep.tr),
- After printing the form, filling out the form in writing and attaching the documents proving your identity information to your application, by mail to **DOĞANLAR MOBİLYA GRUBU İMALAT SAN. TİCARET A.Ş. İdealtepe Mahallesi, Rıfki Tongsir Caddesi No:107 Küçükyalı, Maltepe / İSTANBUL** or through a notary public.

In applications submitted in writing, Doğanlar Mobilya reserves the right to request additional information and/or documents to confirm your identity in order to ensure data security.