

LC WAIKIKI MAĞAZACILIK HİZMETLERİ TİCARET A.Ş.

CUSTOMER COMMUNICATION CLARIFICATION TEXT

As LC WAIKIKI Magazacilik Hizmetleri Ticaret Anonim Sirketi ("LC WAIKIKI"), we take the security of your personal data seriously and put effort to protect your privacy. As LC Waikiki, we process and protect your personal data, such as

- Identification information (name-surname,)
- Communication information (address, phone number, e-mail address, contact address, recorded electronic mail address (KEP) etc.)
- Voice records,

that you share with us over 0212 657 55 55 numbered operator, 444 4 529 numbered call center, communication forms (such as Internet Store Communication Form, Corporate Communication Form) found on our webpage at www.lcwaikiki.com and your e-mail address in line with the Personal Data Protection Law no. 6698 (PDP Law). As the Data Controller, we fulfill all our obligation within the scope of the PDP Law as specified below.

A) Purposes of Personal Data Collection and Processing

In accordance with the general principles specified in the 4th article of PDP Law, personal data is retained for the time predetermined by the related regulation or as long as the purpose requires, and processed for accurate, updated, specified and legitimate purposes in compliance with the law and principles of honesty.

The collected personal data is processed by **LC Waikiki** for the purposes listed below in accordance with the conditions and purposes of personal data processing specified in the 5th and 6th articles of PDP Law:

- To verify calls and determination of the number of calls for statistical purposes,
- To ensure the information assistance service providing process of our company is sustained in accordance with quality standards,
- To be able to learn, listen, answer questions, offer the most efficient solutions and inform the customers later with respect to store/product complaints, store/product inquiries or other customer requests/complaints, satisfaction, suggestion and views under any subject,
- To cite as evidence in a possible conflict,
- To carry out legal obligations within the scope of Consumer Protection Law, Retail Trade Regulation Law and other legal regulations, and to answer related demands,

B) Who can see your data retained within LC Waikiki and why?

The collected personal data is to be used by the third-party companies / call center company that we buy services with respect to communication and the related department(s) within LC Waikiki in line with the purpose specified under the item "A" hereby this text. Other than this, your personal data is not shared with any third-party person or legal entity, is not used with commercial purposes under any condition or is not sold. In addition, in case requested by legally authorized official public

organizations and private persons, your personal data can be shared with the purpose of fulfilling our legal obligations.

C) Personal Data Collection Method and Its Legal Motive

Your personal data is manually submitted by you using the call center channel verbally over the phone numbers given above, in written form via our corporate e-mail address as to share your experience and through communication forms (such as Internet Store Communication Form and Corporate Communication Form) found on www.lcwaikiki.com as well as the social media channel to be processed in **LC Waikiki** databases in a completely or partially automated way or in non-automated ways as a part of the data record system.

LC Waikiki collects your personal data by one or more legal reasons [data collection being obligatory for data controller to fulfill legal obligations, data processing for legitimate interests of the data controller being obligatory under the condition to preserve the fundamental rights and freedoms of the related person] provided in the 5th article of PDP Law.

D) Security of Your Personal Data

LC Waikiki takes the appropriate precautions in line with the related privacy and data security laws and regulations and implements technical and corporate measures as to prevent risks such as destruction, loss, change, unauthorized disclosure or access depending on the nature of the data to be protected as well as the status of technology and costs of implementation.

The personal data subject to this Clarification Text hereby is retained within the structure of **LC Waikiki** with limited access. At the end of the processing period, these personal data specified hereby are going to be erased, destroyed or anonymized as specified in *LC Waikiki Personal Data Protection and Processing Policy* given in the following link:

http://corporate.lcwaikiki.com/CMSFiles/Files/CMSPage/Assets/Content_Images/KisiselVerilerinKorunmasiveIslenmesiPolitikasi.pdf

E) Within the Scope of the PDP Law, what are the Rights of Personal Data Subjects?

As a personal data subject, in case you make a request from **LC Waikiki** as specified in this Clarification Text hereby regarding your rights, you will be contacted regarding your request, free of charge, within thirty days the latest. However, in case your request requires an additional cost, **LC Waikiki** shall charge you according to the tariff fees determined by the Personal Data Protection Committee.

Data subjects have the following rights:

- Learn whether their personal data is processed or not,
- Request information if their personal data is processed,
- Learn the purpose of personal data processing and whether this data is used for intended purposes,

- Know the local and international third parties to whom personal data is transferred,
- Request correction in case the personal data is processed wrongly or inaccurately and demand the notification of the third parties, to whom the personal data is transferred, of the alterations performed in this respect.
- Request personal data to be erased, anonymized or destroyed, despite the data being processed in line with the provisions of the regulation, in cases where the reasons that require data processing no longer exist and also demand the notification of the third parties, to whom the personal data is transferred, of the alterations performed in this respect.
- Object to any result against self that is obtained solely by analyzing the processed data using automated systems,
- Request compensation for the damage arising from the unlawful processing of his personal data.

In order to exercise the above specified rights, Data Subject should hand in person or deliver through a notary public his request including his clarification on the right he wishes to exercise together with his identification information by filling the form found in <http://corporate.lcwaikiki.com/Kisisel-verilerin-islenmesi-aydinlatma-metni> to the address of "15 Temmuz Mahallesi, Gülbahar Caddesi No: 41 Bağcılar/ İSTANBUL" or send a signed copy of the filled form to KVKK_bilgitalap@lcwaikiki.com e-mail address with an electronic sign via the registered electronic mail address.