



## **PERSONAL DATA PROCESSING INFORMATION NOTICE FOR VISITORS REGARDING E-NEWSLETTER SUBSCRIPTION**

Due to your e-newsletter subscription via our website, we would like to inform you about the processing of your personal data pursuant to Article 10 of the Law on the Protection of Personal Data No. 6698 (the "Law"). In this respect, the data controller under the Law is Serkoç Otelcilik Turizm İnşaat Taahhüt Ticaret Anonim Şirketi (the "Company").

### **WHY DO WE COLLECT YOUR PERSONAL DATA?**

Within the scope of your e-newsletter subscription, we collect your salutation/title, name, surname, country and language preference information, as well as other personal data you have shared or will share, for the purposes of sending you the e-newsletter; informing you about campaigns, promotions, discounts, events, and special offers; providing you with information about our services; delivering content in line with your language preference; conducting and improving marketing activities; and carrying out customer satisfaction initiatives.

### **BY WHICH METHODS AND ON WHAT LEGAL BASIS DO WE COLLECT AND STORE YOUR PERSONAL DATA?**

In order to fulfill the purposes stated above, we may collect and store the personal data we need through automated means in electronic environments by having you complete the e-newsletter subscription form on our website. We store your personal data electronically in a manner accessible to our employees, managers, relevant technical support team, and archive personnel.

We collect your personal data on the basis of:

- Article 5/2(a) of the Law (explicitly stipulated by law),
- Article 5/2(c) (necessary for the establishment or performance of a contract),
- Article 5/2(ç) (necessary for compliance with legal obligations),
- Article 5/2(e) (necessary for the establishment, exercise, or protection of a right),
- Article 5/2(f) (legitimate interests),
- and where applicable,
- Article 6/2 (your explicit consent) and
- Article 6/3 (cases where processing of special categories of personal data is mandatory for the exercise of fundamental rights and freedoms / as permitted under applicable law).



## **DO WE SHARE YOUR PERSONAL DATA WITH OTHERS?**

Within the scope of your e-newsletter subscription via our website, we transfer the personal data we retain/collect within Türkiye to our subsidiaries, group companies, and affiliates due to the presence of jointly authorized persons and employees, as well as the joint operation of server and information technology infrastructure and the joint execution of HR processes.

Such transfers are carried out pursuant to Article 8/2(a) of the Law in reference to Article 5/2(f) (legitimate interests) and, where applicable, pursuant to Article 8/2(b) in reference to Article 6/3(f) (where mandatory under the relevant legal grounds).

## **WHAT RIGHTS DO YOU HAVE TO PROTECT YOUR PERSONAL DATA?**

Under the Law, you have the right to:

- Learn whether your personal data is processed,
- If your personal data has been processed, request information on how it is processed,
- Learn the purpose of processing your personal data and whether it is used in accordance with that purpose,
- Know the third parties to whom your personal data is transferred domestically or abroad,
- Request correction of your personal data if it is processed incompletely or inaccurately,
- Request deletion or destruction of your personal data within the framework of the conditions stipulated by the relevant legislation,
- Request that correction, deletion, or destruction processes carried out pursuant to the relevant legislation be notified to the third parties with whom your personal data has been shared,
- Object to the occurrence of a result against you by analyzing your processed personal data exclusively through automated systems,
- Request compensation for damages if you suffer damage due to unlawful processing of your personal data.

For further information regarding the above, you may contact the Company via [data.privacy@lujohotel.com](mailto:data.privacy@lujohotel.com). However, requests submitted without complying with the form and content requirements stipulated by the Law and relevant secondary legislation may not be taken into consideration by the Company.



## **CONTACT INFORMATION**

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