



PERSONAL DATA PROCESSING INFORMATION NOTICE FOR JOYALTY & BOOKING ENGINE MEMBERS

Dear Member,

Within the scope of your membership in the **Joyalty Loyalty Program – Booking Engine**, we would like to inform you, pursuant to Article 10 of the Law on the Protection of Personal Data No. 6698 (the "Law"), regarding the personal data processing activities we will carry out. 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?

We collect and process your personal data for the following purposes:

- Managing and performing the **JOYALTY Program Membership Terms and Conditions**,
- Creating and managing the **JOYALTY** membership account,
- Assigning the online loyalty card and creating the membership number,
- Determining and updating membership status,
- Calculating status points and reflecting them in the account,
- Identifying eligible stays and eligible spend,
- Posting transactions/corrections to the **JOYALTY** member account,
- Displaying stay history,
- If you provide explicit consent, offering personalized campaigns and services,
- Carrying out general and targeted marketing activities,
- If you provide explicit consent, enabling you to benefit from advantages offered by business partners (partners),
- Developing the **JOYALTY Program** and improving the customer experience,
- Fulfilling obligations arising from legislation,
- Creating and managing the **Booking Engine** membership account,



- Performing reservation transactions via the **Booking Engine**,
- Applying member-only discounts for **Booking Engine** members.

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 in electronic environments. We store your personal data digitally in electronic environments 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?

Your personal data may be shared, in accordance with Articles 8 and 9 of the Law (KVKK), for the purposes of operating the Joyalty Loyalty Program and managing the Booking Engine membership processes, primarily with dailypoint (loyalty infrastructure provider), as well as with technical infrastructure and IT service providers, reservation and call center service providers, contracted business partners, organizations we



cooperate with to enable you to benefit from campaigns and advantages, service providers located abroad where necessary, and legally authorized public institutions and organizations.

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, including for employment-related necessities).

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,
- Request information regarding how your personal data is processed if it has been 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 incomplete or incorrectly processed,
- Request deletion or destruction of your personal data within the framework of the conditions stipulated by the relevant legislation,
- Request notification of correction, deletion, and destruction processes carried out pursuant to the relevant legislation to 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 detailed information regarding the above, you may contact the Company via 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

MERSIS No: 6257233253500001

Address: Meşelik Mah. Çomça Mevkii Sok. No: 10 Milas/MUĞLA

Phone: 02523115555

E-Mail: data.privacy@lujohotel.com