

YATAŞ YATAK VE YORGAN SANAYİ TİCARET ANONİM ŞİRKETİ
INFORMATION NOTICE ON THE PROTECTION AND PROCESSING OF THE PERSONAL DATA OF THE
CUSTOMERS
(“Information Notice”)

1. Data Controller

Your personal data may be processed by Yataş Yatak ve Yorgan Sanayi Ticaret Anonim Şirketi (the “**Company**”) in the capacity of data controller to the extent explained below as per the pertinent provisions of the Personal Data Protection Law No. 6698 (the “**Law**”).

2. Purpose of Processing Your Personal Data

Your personal data collected may be processed as per the basic principles as set forth under the Law and, in line with the personal data processing terms and conditions as mentioned under the article 5 and 6 of the *Law during the processes of corporate communications and notice management, reporting, order management, internal and external audits, fieldworks, satisfaction and motivation, efficiency management, sales network management, after-sales services, sales development, customer relations management, digital marketing, segmentation, campaign communications, request, recommendation and complaint management, information security, trademark surveys, financing and accounting operations*, for the following purposes:

- Ensuring that the respective business units make necessary efforts in order to perform the commercial activities carried out by the Company and, conducting the business processes affiliated therewith;
- Ensuring that the respective business units make necessary efforts in order to make sure that the respective people benefit from the products and services offered by the Company and, conducting the business processes affiliated therewith;
- Ensuring that such activities are planned and carried out in order to customize the products and services offered by the Company according to the liking, usage habit and needs of the respective people and, recommend and promote the same to the respective people;
- Ensuring the legal and commercial safety of our company and those who are in a business relation with our company is protected.

(the “**Purposes**”).

Please find detailed information on the purposes of processing of your personal data by the Company on Yataş Yatak ve Yorgan Sanayi Ticaret Anonim Şirketi’s Policy on the Protection and Processing of Personal Data accessible on www.yatasbedding.com.tr or www.enzahome.com.tr

3. Parties to Whom Your Personal Date is Transferred and, the Purposes of these Transfers

Your personal data collected may be transferred by the Company to our shareholders, business partners, suppliers and such legally authorized public and private institutions and organizations for the Purposes listed above as per the basic principles as set forth under the Law and, in line with the personal data processing terms and conditions as mentioned under the article 8 and 9 of the Law.

4. Method and Legal Basis for the Collection of Your Personal Data

Your personal data will be collected by the Company electronically through e-mail, mobile application, CCTV, website, open internet resources, social media, phone, SMS and call center as well as physically through delivery by hand or mail channels. Further, your personal data will be collected based on your express consent and in order to enter into and/or perform an agreement, establish, exercise and/or protect a right, fulfil a legal obligation and due to legitimate interests as per the pertinent provisions of the articles 5 and 6 of the Law.

5. Your Rights as Data Subject Listed under the Article 11 of the Law

We hereby inform you that you as data subject are entitled to the following rights as per the article 11 of the Law:

- Learn if your personal data are processed,
- Request for information if your personal data are processed,
- Learn the purpose of the processing of your personal data and if the same are used for the intended purposes,
- Learn the identity of such third parties, to whom your personal data are transferred locally or internationally,
- Request for the correction of your personal data if processed deficiently or mistakenly and, that such third parties, to whom your personal data are transferred, are notified accordingly,
- Request for the deletion or destruction of your personal data if the reasons to process the same are no longer valid although your personal data were previously processed as per the Law and other pertinent legislations and, that such third parties, to whom your personal data are transferred, are notified accordingly,
- Object to any negative consequences against you as a result of analyses of your personal data exclusively by means of automatic systems,
- Request for the indemnification in case of any loss and damage against you due to the illegal processing of your personal data.

Please feel free to submit an application to the Company in respect of your rights listed above by means of completing the Data Subject Application Form of Yataş Yatak ve Yorgan Sanayi Ticaret Anonim Şirketi available at [www.yatasbedding.com.tr or www.enzahome.com.tr] Your application will be concluded for free of charge as soon as possible and within a period of time not longer than thirty days depending on the nature of your request. However, in case this procedure requires a cost to incur, then you will be asked for a fee according to the tariff as determined by the Personal Data Protection Board.