

## THE INFORMATION TEXT ABOUT PROTECTION OF PERSONAL DATA

As **Collage Pera Hotel-Collage Taksim Hotel** A.S. (Hereinafter referred to as "Hotel"), we respect and care about the privacy of private life. Therefore, we would like to inform you about your rights regarding the use and protection of your personal data within the scope of the Law on Protection of Personal Data No.6698 (hereinafter referred to as "KVKK").

This information text consists of;

- **Personal Data:** Any information relating to a specific or identifiable natural person,
- **Law on Protection of Personal Data ("KVKK"):** Law No. 6698 on the Protection of Personal Data published in the Official newspaper of Turkish Republic on the date of 07.04.2016
- **Data Responsible:** The natural or legal entity who determines the purposes and means of processing the personal data and who is problematic from the establishment and management of the data recording system,
- **Data Processor:** Expresses the natural or legal entity who process the Personal data on his behalf based on the authority granted by the Data responsible.

### Data responsible:

According to KVKK, your personal data that you share with our Hotel will be evaluated by the Kent Kart Marmara Elektronik Turizm Sanayi ve Ticaret A.S. which is a legal entity determined as a Data Responsible within the scope specified below.

### Personal Data That Are Processed:

In accordance with KVKK and other related legislation, personal data categories and explanations processed within the scope of the purposes and legal reasons stated in the Information Text within the scope of this Law No.6698 on the Protection of Personal Data are as follows:

- **Identity Information:** Name-surname, place and date of birth, nationality, T.R. ID number, guest name-surname, place of birth and date, TR Identity Number
- **Contact Information:** Address, phone number, e-mail
- **Location Information:** Address information defined when making a reservation
- **Customer Transaction:** Billing Information, Order Information, Request Information
- **Physical Location Security:** Registration information of visitors, CCTV records
- **Financial Information:** Bank account information
- **Edp Security:** IP address information, website login and log-out information
- **Marketing:** Shopping history information for our Hotel, Survey, Cookie records
- **Audio and Visual Records:** CCTV image and sound records
- **Sensitive Personal Data:** Health status and drug use information
- **Other:** Room number, , smoking information, travel information, extra expenses which would be made at the Hotel

### 1. Collection, Processing and Business Purposes of Personal Data

Your personal data may vary depending on the relationship between you and our Hotel; Our Hotel may collect through oral, written or electronic means by means of automated or non-automated methods, units, website, written, oral or electronic ways with similar means. Your personal data will be created and updated as long as your relationship with our Hotel continues.

Your personal data are collected by the relevant business units, the legal and commercial security of the Hotel and our business relations with the Hotel, the determination and implementation of our Hotel's strategies and the execution of the human resources policies of our Hotel. In accordance with the KVKK Article No. 5. and 6., personal data processing requirements and purposes,

- In accordance with the rules of law and integrity,
- Accurate and up-to-date,
- For specific, clear and legitimate purposes,
- Linked to the purpose of the process, limited and measured
- to be kept for the period stipulated in the relevant legislation or for the purpose for which they were processed

It will be processed in accordance with the rules mentioned above.

Your Personal Data shall be processed for the legal reasons referred to in Article 5 (2) of the KVKK "a) Clearly stipulated in the laws", "c) It is necessary to process personal data belonging to the parties of the contract, provided that it is directly related to the establishment or execution of a contract", "ç) It is obligatory to fulfill the legal liability for the data responsible" e) Data processing is mandatory for the establishment, use or protection of a right" and with the purposes which are mentioned below:

- Execution of processes regarding accommodation service,
- Registering to the Hotel's online software systems in order to execute its sales and marketing policies,
- Carrying out the necessary work by our business units in order to make you benefit from the products and services offered by the Hotel,
- Measuring and increasing customer satisfaction,
- Collecting and evaluating complaints and suggestions regarding Hotel products and services,
- Recommending the products and services offered by the Hotel to you, planning and/or performing market research activities for the sales and marketing of products and services,
- Ensuring the legal, technical and commercial job security of the relevant persons in a business relationship,
- Following and executing legal affairs,
- Conducting finance and/or accounting affairs.

Your personal data will be processed with your explicit consent in accordance with the legal reasons specified in the KVKK and Electronic Commerce Law in order to inform you about your accommodation information and your transfer requests for Hotel services.

Your sensitive personal data will be processed by obtaining the explicit consent of the guests in accordance with the legal reason specified in Article 6 (2) of the KVKK for the purpose of verifying the identity of the person to be served and providing the Hotel services in a healthy way.

## **2. To whom and to what purpose the personal data would be processed:**

Your personal data will be transferred without seeking the explicit consent of the data subject in accordance with Article 8 (2) (a) of the KVKK for the following purposes:

- It shall be shared with the General Directorate of Security in order to fulfill our legal obligations arising from the relevant legislation.
- Within the scope of the collection of fees/payments for products and services in order to carry out financial and / or accounting affairs, if necessary, they may be shared with the notary public, enforcement offices and/or courts.
- In order to fulfill the legal obligations in accordance with the relevant legislation, if required or requested, it can be shared with the relevant public institutions and organizations.
- It shall be shared with the contracted cargo company in order to deliver the items left and forgotten at the Hotel.
- In order to follow the legal processes, it can be shared with our lawyers as required within the framework of the confidentiality obligation.
- It would be shared with tour and transfer service companies in order to meet customer satisfaction and demands.

## **3. Method and the legal reason of collecting personal data:**

Your personal data, all kinds of verbal, written or electronic media/environment, in accordance with the above mentioned purposes to offer our services within the scope of our Hotel's contract and the liability of the law fully and accurately acquired in order to be fulfilled. Your personal data collected for this legal reason may be processed and transferred for the purposes specified in articles (1) and (2) of this text in accordance with the personal data processing requirements and purposes set out in Articles 5 and 6 of the ("KVKK") Law.

## **4. Your rights arising out of the Article 11 of KVKK:**

As personal data holders, if you submit your requests for your rights to our Hotel by the methods set out below, our Hotel will finalize it free of charge within 30 days at the latest. However, if a fee is stipulated by the Personal Data Protection Board, the fee set by our Hotel will be charged. In this context,

You have the right to apply to our Hotel and

- a) to learn whether your personal data and information are processed or not, and
- b) if processed, to request information in connection therewith, and
- c) to learn the purpose of processing and whether such data are used for the intended purposes or not, and

- d) to learn the identity of third parties who received such data at home or at abroad, and
- e) if your data are under processed or misprocessed, to demand correction of them, and
- f) to demand deletion/destruction of such data under the conditions specified in Article 7 of KVKK, and
- g) to request notification of transactions effected pursuant to subparagraphs (f) and (e) hereinabove to persons to whom the data are transferred, and
- h) to object against a result obtained in disfavor of you due to analysis of such data solely via automatic systems, and
- i) if you incur damages due to processing of your data in violation of the laws, to demand indemnification of your damages. Your rights arising out of this Article will enter into force

Pursuant to Article 13 (1) of the Law, you may submit your request for using your rights mentioned above, in written or personal data, through other methods determined by the Protection Board. Since the Personal Data Protection Board does not specify any method at this stage, you must submit your application in writing to our Hotel in accordance with the CMLP. In this context, the channels and procedures in which you will submit your application in writing to our Hotel within the scope of Article 11 of the KVKK are described below.

Your request, including your right to use your rights and the information required to identify your identity and use the rights specified in Article 11 of the KVKK, in a clear and comprehensible manner, including the identification and documentation of the identification and address information. You must send it to [info@collagehotels.com](mailto:info@collagehotels.com) or [kentkartmarmara@hs01.kep.tr](mailto:kentkartmarmara@hs01.kep.tr) or Asmalimescit Mah. General Yazgan Sk. No:13 / Beyoğlu/İstanbul-Şehit Muhtar Mahallesi Kurabiye Sk. No:7 by mail or notary, written and wet signed by hand.

Kind regards,

Kent Kart Marmara Elektronik Turizm  
Sanayi ve Ticaret A.S.