

Customer Information Notice

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CUSTOMER NOTICE ON THE PROCESSING OF PERSONAL DATA PRIVACY INFORMATION NOTICE

Dear Customers; www.akkasgroup.com

This information notice has been prepared by **Alsero Tourism Trade Limited Company** acting as data controller within the scope of Law No. 6698 on the Protection of Personal Data (“PDPL”) and the Communiqué on the Procedures and Principles to be Followed in Fulfilling the Obligation to Inform, to inform you about the processing of your personal data in terms of;

- Purposes of processing and legal grounds,
- Methods of collection,
- To whom they may be transferred,
- Your rights under the PDPL,

and is prepared to inform you, our individual customers and/or the authorized persons and employees of our corporate customers.

Which Personal Data Do We Process?

Categories of Data	Examples of Data Types Processed in This Category
Identity Data	Your name, surname, signature, Turkish ID number, passport details, gender, date of birth, country, etc.
Contact Data	Your telephone number, full address, e-mail address
Legal Transaction Data	Information in correspondence with judicial authorities, information in litigation files, etc.
Customer Transaction and Financial Data	Call center records, invoices, promissory note and check information, teller receipt details, order information, request information, credit card information, bank account numbers, etc.
Operational Security Data	IP address information when using the website, website access logs, etc.
Marketing Data	Cookie records, information obtained through campaign activities, etc.

Visual and Audio Records	With your explicit consent, visual and audio recordings you share with our company will be processed within the scope of advertising and promotional activities, on the website, in printed catalogues, tour promotions, social media accounts and corporate presentations. You may withdraw or change your explicit consent regarding your personal data at any time.
Accommodation Data	Accommodation and tour duration according to the tour/service you have selected, tour start and end dates, transportation information, room number, number of persons, etc.
Other Personal Data	Your insurance policy information, meal preference information, number of accompanying travelers
Health Data	With your explicit consent, health data such as disability or mobility restrictions, allergies, special diet, regularly used medication, need for medical assistance, etc., will be processed and, if necessary, shared with suppliers and business partners. Relevant personal data will be destroyed after the service is completed. You may withdraw or change your explicit consent regarding your personal data at any time.

For What Purposes Do We Process Your Personal Data?

The Personal Data set out above;

Conducting Emergency Management Processes

Conducting Information Security Processes

Ensuring Compliance of Activities with Legislation

Carrying Out Finance and Accounting Transactions

Ensuring Physical Premises Security

Conducting Communication Activities

Conducting / Auditing Business Operations

Conducting Logistics Activities

Conducting Contractual Processes

Conducting Hajj and Umrah Activities

Following Up and Conducting Legal Affairs

Implementing Remuneration Policy

Carrying Out Assignment Processes

Conducting Marketing Analysis Studies

Conducting Advertising / Campaign / Promotion Processes

Carrying Out Procurement of Goods / Services

Providing After-Sales Support Services for Goods / Services

Conducting Sales Processes for Goods / Services

Carrying Out Production and Operational Processes for Goods / Services

Conducting Customer Relationship Management Processes

Conducting Storage and Archiving Activities

Conducting Supply Chain Management Processes

Providing Information to Authorized Persons, Institutions and Organizations

Ensuring the Security of the Data Controller's Operations

for the purposes of being obtained, processed, recorded, stored, retained, and classified.

To Whom and For What Purposes Do We Transfer Your Personal Data

?

Recipient Group	Examples of Recipient Groups and Purposes of Transfer
Natural Persons or Private Law Legal Entities	To law firms with which we have agreements for the follow-up of legal processes, to certified public accountants for financial transactions and services,
Authorized Public Institutions and Organizations	To prosecutors, courts and relevant public officials, and where necessary to relevant ministries and public institutions and organizations, for matters relating to public security and possible legal disputes, upon request and as required by law
Business Partners	To partner travel agencies, partners, regional travel agencies within the scope of service operation processes depending on the type of service you have requested

Suppliers	To banks for the performance of goods/service contracts, to cargo companies for sending documents and products, to accounting and CRM software for the execution/monitoring of customer and financial transactions, to transportation supplier companies, hotels, guides and insurance companies within the scope of transportation and transfer services
Overseas Suppliers and Business Partners	If the services subject to your reservation include international locations, your personal data may be shared with accommodation establishments, airlines, transfer companies, local service providers and similar partners in order to perform service operations.

Methods of Collection of Your Personal Data

and

What Are the Legal Grounds for These?

The personal data referred to above shall be processed on the legal grounds set forth in Articles 5 and 6 of the Personal Data Protection Law (Law No. 6698) as follows:

- explicitly provided for in law
- its provision
- being necessary for the data
- controller to fulfill its legal obligations
- being necessary
- for the conclusion
- or performance of a contract
- being directly
- related thereto
- provided that,
- processing of personal
- data belonging to the
- parties to the contract
- is necessary
- Relevant

provided that it does not harm the fundamental rights and freedoms of the data subject, and that it is necessary for the legitimate interests of the data controller.

- the data subject's
- explicit consent

- in the event of

Within the scope of the purposes set out in this Disclosure Statement and in accordance with the General Principles listed in Article 4 of the Personal Data Protection Law (Law No. 6698) below;

- a)** To be processed lawfully and in good faith,
- b)** To be accurate and, where necessary, up to date,
- c)** To be processed for specified, explicit and legitimate purposes,
- d)** To be relevant, limited and proportionate to the purposes for which they are processed,
- e)** To be retained for the period prescribed by the applicable legislation or for the period necessary for the purposes for which they are processed

they will be processed, recorded, stored, retained, classified and, when necessary, transferred to the places referred to above by automated means or by non-automated means provided that they form part of any data recording system (e-mail, on paper, via forms, telephone, etc.).

What Are Your Rights Regarding the Processing of Personal Data and How Can You Exercise These Rights?

Article 20 of the Constitution establishes that everyone has the right to be informed about personal data concerning themselves. Article 11 of the Personal Data Protection Law (Law No. 6698, "KVKK") sets out the rights of the data subject under the Law.

You may submit your requests regarding your rights under the Personal Data Protection Law to the data controller, in accordance with Article 5 of the "Communiqué on Procedures and Principles of Application to the Data Controller," in writing or by using a registered electronic mail (KEP) address, secure electronic signature, mobile signature, or the e-mail address previously notified to the data controller and registered in the data controller's system, addressed to **Alsero Turizm Ticaret Limited Şirketi**.

Data Controller: Alsero Turizm Ticaret Limited Şirketi

Address: Balgat 1410 Cadde No 2/1 Çankaya- Ankara

Email: kvkk@alserotours.com