

## EMAAR SQUARE MALL

### CLARIFICATION TEXT FOR THE PROCESSING AND PROTECTION OF PERSONAL DATA BELONGING TO MOBILE APPLICATION USERS

As Emaar, we give utmost importance to the confidentiality and security of personal data. In that regard, with this Clarification Text (“**Clarification Text**”), we would like to inform you as Emaar Libadiye Gayrimenkul Geliştirme A.Ş. (“**Emaar**” and/or “**Company**”) in our capacity as data controller about processing of your personal data in accordance with the applicable legislation (“**Legislation**”) including specifically Law No. 6698 on Protection of Personal Data (“**KVKK**”) and Law No. 6563 on the Regulation of Electronic Commerce (“**ETK**”).

You may have access detailed information about purposes of processing of your personal data in the Emaar Group Policy for Protection of Personal Data available at the address [www.emaarsquaremall.com](http://www.emaarsquaremall.com)

#### **Your Personal Data Processed**

Pursuant to KVKK, all kinds of information relating to a real person who was identified or identifiable is defined as “personal data” and all sorts of procedures carried out on the data such as extraction, recording, storage, safe-keeping, alteration, rearrangement, disclosure, transfer, acquisition, rendering obtainable, classification and prevention of utilization of personal data by automated means or non-automatic methods in part or in whole provided that they are part of any data recording system are called “processing of personal data”. When you use :

- **Your Identification Data** (name, surname, birth date, civil status)
- **Your Contact Data** (e-mail address, GSM number, address, county and district)
- **Your Location and Transaction Security Details:** (Your consent records, your IP address, pixel labels, clicking flow, traffic data)
- **Your Financial Data:** As part of Emaar Loyalty Program (“**Loyalty Program**”), if you upload voucher/invoice/e-archive invoice to Emaar Mobile Application in connection with your shopping at different stores of Emaar, your shopping details indicated on the voucher/invoice/e-archive invoice that you uploaded and amount spent by you will be processed. Your bank details for the credit card used in your payment, last 4 digits of your credit card and credit card score details will be processed. Name/surname appearing on the credit card used for payment will be also processed to ensure accuracy of the spending.

#### **Purposes of Processing of your Personal Data and Legal Reason**

In line with the fundamental principles set forth in KVKK, your personal data mentioned above will be processed by Emaar for the following purposes and based on your explicit consent required under article 5/2 of KVKK:

- Planning and execution of marketing and sales processes for the products and services,
- Traffic measurement, statistical and analytical analyses, profiling/segmentation procedures that will be executed for the sales and marketing activities and for providing you with the offers relating to the customized products and services through targeting and re-targeting,

- Execution of profiling and analysis activities; suggesting and introducing to you those products and services after customizing them according to your preferences, usage habits and requirements,
- If you are included in the Loyalty Program, carrying out profiling/segmentation, targeting and retargeting procedures based on the information you shared with Emaar;
- Communicating with you by using your contact data in connection with all services and products offered by Emaar ((for example AVM, Aquarium, residence etc.) and providing your information and data for the purpose of making introductions and marketing through phone, SMS, e-mail and digital channels provided that you granted your consent for this,
- Providing you with better services, offering various advantages, providing information about sales, marketing, and promotions, providing information about campaigns and their conditions, performing surveys and carrying out customer satisfaction researches,
- Execution of introduction and marketing activities for the products and services provided by Emaar; making you suggestions for these products and services; planning and/or execution of market research activities for the sale and marketing of products and services,
- Planning and executing corporate communication activities,
- Online or offline digital content sharing,
- Performing development activities for our Mobile Application such as making it easier to use, improving it or feedbacks provided.

#### **Parties to whom your Personal Data are Transferred and Purposes of Transfer**

In line with the fundamental principles set forth in KVKK and pursuant to article 8/1 of KVKK, your personal data processed by Emaar may be transferred to the local persons and legal entities from whom Emaar procures services and/or consulting support and our suppliers, service providers and business partners with whom we are bound with confidentiality obligations for the purpose of providing services and products or performing a contract and also for above mentioned purposes provided that you had granted your explicit consent to us as mentioned above. Besides that, your personal data may be transferred to the legal and judicial authorities and authorized private persons pursuant to article 8/2 of KVKK.

Besides that, for the purpose of offering you special campaigns and offers under the loyalty programs executed by Emaar, your personal data will be shared in order to confirm your identity in connection with the persons group you selected on the registration page of the Mobile Application and obtain approval from the entity to which you are affiliated. Your personal data will be shared based on your explicit consent to be granted as per article 8/1 of KVKK with Emaar Human Resources Department if you are an employee of Emaar or with Emaar Office Management if you are an Emaar office worker or with Emaar Residence Management if you are residence user.

For the above mentioned purposes, your personal data may be also shared with our business partners and suppliers from whom we obtain services under a contract and which are restricted by confidentiality obligations, which sharing will be made on local basis as per your explicit consent granted pursuant to article 8/1 of KVKK and on international basis as per your explicit consent granted pursuant to article 9/1 of KVKK.

Besides that, in order to achieve above-mentioned purposes and execute the business operations needed to carry out the activities of the group companies and in connection with the organizational changes occurring in the structure of the company such as division, merger, and acquisition, your personal data may be shared with the group companies of Emaar operating within the country (including specifically İstanbul Seyir Terası Otelcilik ve Turizm Yatırımları Ticaret A.Ş.) provided that you had granted your explicit consent as per article 8/1 of KVKK and with the group companies of Emaar operating at abroad including specifically Emaar Hospitality Group LLC and Emaar Properties PJSC provided that you had granted your explicit consent as per article 9/1 of KVKK.

Apart from the above, our company may be restructured while it changes and grows and may acquire new companies, our Companies may be transferred or all or substantial part of its assets may be transferred in part or in whole including net assets, it may merge with new companies or divisions may occur inside our Company. As a result of these structural changes, assets of our Company including personal data together with the personal data of our customers may be transferred. In case of such changes, you will be informed via e-mail, mail or public announcements about controlling your own personal data as per article 10 of KVKK and your explicit consent will be obtained when it is necessary.

### **Method of Collection of Personal Data**

Your personal data will be collected and processed via cookies we are using when you visit our Mobile application or through e-mails, online communication systems, customer relations management systems (CRM, SAP etc.) or by other automated means if you complete and send us the form available at our “Start Discovering” page or by obtaining such personal data from the suppliers with whom Emaar maintains contractual relationships provided that it is not against the applicable legislation.

### **Notices**

With those channels used by Emaar to directly obtain from you your personal data, we will inform you about the purposes of processing and using the personal data so collected. We are also offering options in relation to the restriction of usage and disclosure of your personal data. Our notices will be served on you with a clear and easily understandable language in all cases when we demand information from you. Emaar will not use or disclose this information for any purpose other than the purpose indicated at moment when such information was first collected.

### **Your Consent and Explicit Consent**

Emaar believes that your explicit consent required to be obtained from you should be considered as one of the most important confidentiality principles.

Emaar also obtains the explicit consent of the personal data owner in order to be able to sending e-mails to the data owner directly or indirectly by using all kinds of electronic communication methods about the general and special campaigns, advantages, product and service promotions, advertisements, market research surveys and other customer satisfaction practices.

If you do not want to be included in our list of announcement and information, you should remember that you have the power to access to and control the commercial electronic mails sent by Emaar. If you do not want us to establish contact with you. You may exercise your right of “opt-out” in the digital media. If you exercise this right, no more contact will be made with you and marketing and promotional

activities will not be performed through electronic mails. Two different “opt-in” mechanisms are offered for you to take electronic mails from Emaar as e-mail or SMS as part of promotional and marketing activities. Unless you tick-in on these “opt-in” boxes separately in order to grant your explicit consent, your personal data will not be processed by Emaar and you will not get any more commercial electronic mails from Emaar. Before starting to provide you with the service requested from us in connection with certain communications and services, we will confirm your explicit consent. If you later want to put an end to the electronic mails sent by us, you may cancel your preference by clicking on the “opt-out” box provided in the e-mail we sent to you. You may cancel via SMS by sending an SMS message containing the phrase EMR the number 4607 on free of charge basis.

## **Your Rights**

We would like to remind you that you will be entitled to apply to our Company in order to (i) learn whether your personal data has been processed, (ii) if processed, demand information about it, (iii) learn the purpose of processing and whether your personal data has been used in line with that purpose, (iv) learn the identity of the 3<sup>rd</sup> persons to whom personal data are transferred in and out of the country, (v) request correction of any personal data that had been processed deficiently/inaccurately and if you exercise this right, request that it is informed to the 3<sup>rd</sup> persons to whom your personal data was transferred, (vi) request deletion/destruction of your personal data and if you exercise this right, request that it is informed to the 3<sup>rd</sup> persons to whom your personal data was transferred, (vii) raise an objection to any negative results arising from analysis of your personal data exclusively by automated means, and claim recovery for your losses suffered after illegal processing of your personal data. Concerning above mentioned rights, you may send an electronic mail to the address [kvkk@emaar.com.tr](mailto:kvkk@emaar.com.tr) or you may fill in **Emaar Turkey KVKK Application Form** available at our address [www.emaarsquaremall.com](http://www.emaarsquaremall.com) and then send the printout of this form to the application address Ünalın Mahallesi Libadiye Caddesi No:82F, K:1, Üsküdar/Istanbul by writing on the envelope “Information Request under Personal Data Protection Law”. Depending on the nature of your request, your request will be finalized on free of charge basis as soon as possible or at latest within 30 (thirty) days. However, if the procedure to be completed according to your requests requires extra costs, you may be charged a fee according to the tariff to be determined by the Personal Data Protection Board.

## **Security**

We give importance to the security of personal identifying information and we are taking all kinds of reasonable measures to protect them. SSL technology is used on Emaar Mobile Application in order to prevent forwarding of personal identifying information. With the help of this technology, your personal data are encrypted before they are transferred between your computer and our servers. Although Emaar applies SSL technology, we cannot guarantee the confidentiality of all kinds of mails sent to and coming from our web sites or mobile applications due to certain reasons (including communications via e-mails). We are protecting your personal data against unauthorized access by storing them on the web site servers and using reasonable technical and procedural controls.

## **Third Party Services**

Emaar shall not be held responsible for the disclosure of personal data by the 3<sup>rd</sup> persons with whom Emaar is in cooperation for the security, development, maintenance and similar services of the Mobile Application and/or with whom Emaar has connection in the Mobile Application. Emaar does not make

any representation or warranty about the accuracy, current status, nature, fullness or fitness to the purpose of all information available on these web sites and shall not be held liable for the losses, damages and costs arising from that Information. Existence of a third party connection shall not be construed as an approval or recommendation by Emaar.

### **Your Confidentiality Controls**

**If you uninstall the Mobile Application from your device, you may stop processing, collection and storage by the Mobile Application of all information you entered to the Mobile Application.**

If you want to have access to, review, correct, change, update, safely keep or delete the personal data you submitted over the Mobile Application (for example data you entered when you registered), you may have access to or change your account or use various tools available on the Mobile Application.

Please do not forget that we will be required to store certain information in order to complete the transfers you started before you made a request for recording and/or change or deletion. Your request will be fulfilled once transfers are completed.

### **Web Line Interruption Mails**

In order to measure the activity and/or traffic on our Mobile Application, our Mobile Application may use “pixel labels” (also referred to as GIF (Graphics Interchange Format), web line interruption mails and web errors) together with the cookies. A pixel label is a sort of web page graphics and it is most invisible since it is usually in 1x1 pixel size. These labels follow-up the number of users visiting our Mobile Application and monitors their surfing inside our Mobile Application. We will be using these labels when we want to make a statistical count of persons using our Mobile Application or specific pages visited by these users.

However, we are not using pixel labels technology for obtaining any personal data.

Sometimes, we will place the pixel labels inside our e-mails sent by us (or sent to us) in HTML format in order to determine which e-mails were opened and whether any action was taken on these e-mails. You may render certain pixel labels or web line interruption mails unusable by cancelling its relevant cookie.

### **IP Addresses**

One Internet Protocol (IP) address is a number that is automatically allocated to your computer by your Internet Service Provider when you connect to Internet. Like other internet sites and mobile applications, Emaar may collect IP addresses in order to perform a collective analysis of the number of visitors and information relating to the use of the Mobile Application. Your IP Address has no connection with the personal data you provided. However, Emaar reserves the right to use the IP addresses in order determine the individuals threatening our web sites, mobile applications, services or customers pursuant to the legal requirements.

### **Clicking Flow**

“Clicking flow” or “clicking flow data” reflects the web pages visited by a user and more importantly, it shows the status or traffic pattern enabling the user to switch from one page to the other. We are monitoring that type of information only in our Mobile Application and we are not monitoring the clicking flow actions outside the Emaar’s Mobile Application.

Clicking flow data does not contain or disclose any personal identification information about the user and we do not compare that data with the personal information we obtained from you.

### **Changes to the Clarification Text**

**Clarification Text** will be periodically reviewed and renewed. When you use this Mobile Application, you are deemed to have understood and accepted that we will use our best efforts to publish on this page the fact that we are entitled to revise our Clarification Text and our Cookies Policy without any prior notice and also publish those changes made in order to be able inform you about the types of information we collect, how we use that information and under which conditions we will disclose them. We will show the last updating date of the Clarification Text in our Mobile Application. We kindly recommend you to visit our **KVKK** page and learn all changes made every time you visit our Mobile Application.

## EXPLICIT CONSENT

- I have read and accept the consents of Emaar Square Mall Terms & Conditions.
- I have read and understood Emaar Square Mall Clarification Text for Processing and Protection of Personal Data of Mobile Application Users. In that regard, I hereby grant with my free will my explicit consent to the processing of my personal data mentioned in the Clarification Text for the purposes set forth in the Clarification Text and to the sharing of the same with Emaar Group Companies, affiliates, suppliers and business partners operating in and out of the country and to their transfer to abroad on that basis.
- I also grant my explicit consent to any contact to be made with me through the communication channels defined below in order to provide and offer various advantages, information and announcements and for the purpose of introductions, promotions, advertising, sales, marketing, surveying and similar purposes and sending commercial electronic mails.
- E-Mail
- SMS
- Phone