

EMAAR SQUARE MALL

PRIVACY NOTICE FOR THE PROCESSING AND PROTECTION OF PERSONAL DATA

As Emaar, we give utmost importance to the confidentiality and security of personal data. In that regard, with this Privacy Notice for the Processing and Protection of Personal Data ("**Privacy Notice**"), 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 Personal Data Protection Law No. 6698 ("**PDPL**") and Law on the Regulation of Electronic Commerce No. 6563 ("**ETK**").

You may access the detailed information regarding the purposes of processing your personal data in the Emaar Turkey Policy for Protection of Personal Data available at the address www.emaarsquaremall.com

Your Personal Data We Process

Pursuant to PDPL, all kinds of information relating to a real person who is 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 nonautomatic methods in part or in whole provided that they are part of any data recording system are called "processing of personal data". In that regard, your personal data processed by Emaar will be as follows:

- **Identity Data** (name, surname, birth date, civil status)
- **Contact Information** (e-mail address, home phone number, work phone number, GSM number, home address, work address)
- **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/earchive 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 PDPL, your personal data mentioned above will be processed by Emaar for the following purposes and based on your explicit consent required under article 5/1 of KVKK:

- Offering you various awards, enabling you to earn points and granting you drawing right under the campaign you will participate,
- 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,
- 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,
- Planning and executing corporate communication activities,
- Defining our commercial and business strategies,
- Executing our customer services/relations and evaluating customer satisfaction and carrying out relevant statistical studies,
- Keeping statistics for the customers in order to enhance our efficiency in our sales, marketing and customer services,
- Execution of introduction and marketing activities for all products and services offered by Emaar; recommending products and services to you within this context; planning and/or execution of market research activities for the sale and marketing of these products and services.

In accordance with the basic principles stipulated in the Legislation and within the scope of Article 5/2-ç of PDPL, your personal data will be processed without your explicit consent for the purpose of carrying out activities with legal, technical and administrative consequences, providing information to authorized institutions, activities related to legal requests and conducting legal affairs.

The Parties and Purposes of Transfer of Your Personal Data

Your personal data processed by Emaar may be transferred in accordance with the principles stipulated in the PDPL, in the presence of your explicit consent as per Article 8/1 of the PDPL to domestically resident service providers and business partners and to the local persons and legal entities from whom Emaar receives services for the purpose of providing the service and product or the performance of the contract and who have the obligation of confidentiality and to the same operating abroad in the presence of your explicit consent as per Article 9/1 of the PDPL. Besides, in cases within the scope of Article 5/2 of the PDPL, which we have explained above, your personal data may be transferred to legally authorized public institutions and authorized private persons in accordance with Article 8/2 of the KVKK.

In addition, in order to achieve the above-mentioned purposes and to carry out activities related to group companies and in order to carry out the business operations required for organizational changes that may occur in the company structure such as division, merger, acquisition, your personal data may be shared in the presence of your explicit consent as per Article 8/1 of the PDPL to Emaar's domestic group companies Emaar Gayrimenkul Geliştirme A.Ş. (referred as to "**Emaar Gayrimenkul**") and Emaar Libadiye Gayrimenkul Geliştirme A.Ş. Address İstanbul Şubesi ("**Address İstanbul**") and in the presence of your explicit consent as per Article 9/1 of the PDPL to Emaar's group companies residing abroad Emaar Hospitality Group LLC and its affiliated group companies (hereinafter collectively referred to as "**Emaar Group Companies**") due to data processing through the global data processing systems used by Emaar due to its global structure. Besides, your personal data may be shared with our business partner and suppliers residing abroad, from whom we receive services through a contract and who have confidentiality obligations.

How We Collect Your Personal Data

Your personal data will be collected and processed by Emaar under the Legislation through the printed forms used in the organizations/fairs/stands etc. or electronic forms used in advertising campaigns in connection with the real properties included in Emaar's portfolio, including data collected via e-mails, online communication systems, customer relations management systems (CRM, SAP etc.) or with other automatic methods or by obtaining the same from the suppliers with whom Emaar has contractual relations provided that it is not contrary to the Legislation.

Your Rights As the Data Owner Under The PDPL

By applying to our Company in terms of your personal data processed by our Company, you are entitled to (i) find out whether your personal data is being processed, (ii) request further information about the processing, (iii) learn the purposes of processing your personal data whether your personal data is being used for the intended purpose, (iv) know the third parties to whom your personal data is transferred at home/abroad, (v) request the rectification of incomplete or inaccurate data processed, and request to inform third parties to whom your personal data is transferred, if you exercise this right, (vi) request their deletion or destruction and request that your personal data be notified to third parties to whom your personal data is transferred, if you exercise this right, (vii) object to the result about you by analyzing the information we obtain through automatic systems (viii) request indemnification of damage because to unlawful processing of your personal data.

You can forward your applications for mentioned above via sending electronic mail to kvkk@emaar.com.tr or filling in the "**Emaar Turkey PDPL Application Form**" where you may access on www.emaarsquaremall.com and printing out the form and sending it to our Company at Ünalın Mah. Libadiye Cad. No:82F, K:1, Üsküdar/İstanbul address, by writing "Information Request within the Scope of the Personal Data Protection Law" on the envelope. Your applications will be concluded costless, as soon as possible and in thirty days at the latest according to the qualification of your request; however, if the transaction will be required an additional cost, you may be charged a fee according to the tariff to be determined by the Personal Data Protection Board.