

**EMAAR**  
**E-NEWSLETTER FOR CLARIFICATION TEXT REGARDING THE PROCESSING AND PROTECTION OF**  
**PERSONAL DATA**

As Emaar Libadiye Gayrimenkul Geliştirme A.Ş (“**Emaar AVM**” and/or “**Company**”) as Data Controller, we would like to inform you about the processing of your personal data in accordance with the applicable legislation provisions (“**Legislation**”), especially the Law on the Protection of Personal Data No. 6698 (“**PDPL**”) and the Law on the Regulation of Electronic Commerce No. 6563 (“**ECL**”),

You can find detailed information about the purposes of processing your personal data in Emaar Group Personal Data Protection Policy at “[www.emaarsquaremall.com](http://www.emaarsquaremall.com)”.

**1. Your Personal Data Collected, the Purposes of Processing and the Legal Reason**

In accordance with PDPL, any transaction performed on the data such as obtaining, recording, storing, preserving, changing, rearranging, disclosing, transferring, taking over, making available, classifying or preventing the use of personal data by fully or partially automatic means or non-automatic means provided that it is part of any data recording system is considered as “processing of personal data”. In this context, your e-mail address, which is your contact data shall be processed by Emaar AVM in the presence of your explicit consent in accordance with article 5/1 of PDPL, within the scope of the following purposes:

- Conducting corporate communication activities,
- Sending commercial electronic messages such as advertisements, promotions, etc. to the e-mail address you have shared and to be informed about all kinds of campaigns and events made by Emaar AVM,
- Serving you better, providing and offering various advantages, providing information about sales, marketing, information, promotions, providing information about campaigns and conditions, conducting surveys, customer satisfaction researches,
- Answering requests and complaints sent by our company on these emails,
- Conducting marketing analysis studies,
- Being able to conduct data analysis, research and surveys,
- Organization and event management.

**2. The Method of Collecting Your Personal Data**

Your personal data is collected by filling in “**Register for the E-Newsletter**” tab on the [www.emaarsquaremall.com](http://www.emaarsquaremall.com).

**3. The Parties to Whom Your Personal Data is Transferred and the Purposes of the Transfer**

Your personal data processed by Emaar AVM may be transferred to our domestic service providers, business partners, suppliers, from which we receive services through a contract and who have confidentiality obligations by Emaar AVM within the scope of the activities we have explained above, in accordance with the basic principles stipulated in the PDPL and with your explicit consent within the scope of Article 8/1 of the PDPL, In addition, within the scope of the activities described above, your personal data may be transferred to legally authorized public institutions and authorized private persons in accordance with article 8/2 of PDPL.

In addition, in line with the realization of the above-mentioned purposes; it may be shared with Emaar Properties Gayrimenkul Geliřtirme A.ř. ("**Emaar Properties**") and Emaar Gayrimenkul Geliřtirme A.ř. ("**Emaar Gayrimenkul**"), domestic group companies of our company, in case of presence of your explicit consent, pursuant to article 8/1 of the PDPL and with group companies residing abroad, Emaar Properties PJSC ("**Emaar PJSC**") and its affiliated group companies (Emaar Properties, Emaar Gayrimenkul and Emaar PJSC and its affiliated group companies will hereinafter be collectively referred to as "**Emaar Group Companies**") in case of presence of your explicit consent pursuant to article 9/1 of the PDPL and with our business partners and suppliers residing abroad, from whom we receive services through a contract and who have confidentiality obligations.

#### **4. Your Rights**

We would like to remind that you have the right (i) to learn whether your personal data has been processed, (ii) to request information about its processing, (iii) to find out the purpose of processing and whether it has been used for its purpose, (iv) to know the third parties to whom it has been transferred, (v) to request their correction in case of incomplete or incorrect processing and if you exercise this right, to request the notification of third parties to whom your personal data has been transferred, (vi) to request that it be deleted or destroyed, and if you exercise this right, to notify the third parties to whom your personal data has been transferred, to object to the result of the analysis of the information we have obtained through automated systems and to claim compensation in case of damage. Regarding your stated rights, you can send an e-mail to [kvkk@emaar.com.tr](mailto:kvkk@emaar.com.tr) or you can send your application by filling out and printing out the **Emaar Turkey PDPL Application Form**, which you can access at [www.emaarsquaremall.com](http://www.emaarsquaremall.com) to the application address of Unalan Mah. Libadiye Cad. No:82F, K:1, Üsküdar/Istanbul in a way to write "Information Request Under the Law on Protection of Personal Data" on the envelope. According to the nature of your request, your applications will be concluded free of charge as soon as possible and no later than thirty days; however, if the transaction requires an additional cost, you may be charged a fee according to the tariff determined by the Personal Data Protection Board.