

## EMAAR

### E-BULLETIN CLARIFICATION TEXT FOR THE PROCESSING AND PROTECTION OF PERSONAL DATA

We would like to inform you as Emaar Libadiye Gayrimenkul Geliřtirme A.ř. (“**Emaar AVM**”, “**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)

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

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”. In that regard, Emaar AVM will process your e-mail address given as your contact details for the following purposes provided that you had granted your explicit consent as per article 5/1 of KVKK:

- Execution of corporate communication activities,
- Sending advertisements, promotions and similar commercial electronic mails to the email address you shared with Emaar in connection with all services and products offered by Emaar (for example AVM, Aquarium, residence etc.) and providing your information and data about all kinds of campaigns and activities organized by Emaar,
- 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,
- Responding to the requests and complaints forwarded against these e-mails sent by our Company,
- Execution of marketing and analysis procedures,
- Performing data analysis, research and surveys,
- Organization and activity/event management.

#### 2. Method of collecting your personal data

Your personal data will be collected by completing the tab “**Register to E-Bulletin**” provided at the internet site [www.emaarsquaremall.com](http://www.emaarsquaremall.com).

#### 3. 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 and to the same operating at abroad provided that you granted your explicit consent as per article 9/1 of KVKK 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, 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.

#### **4. What are 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/İstanbul 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.

### **TEXT OF EXPLICIT CONSENT**

- I have read and understood Clarification Text for Protection of Personal Data. In that regard, I hereby grant my explicit consent to the processing of my e-mail address for the purposes mentioned in the Clarification Text by Emaar Libadiye Gayrimenkul Geliştirme A.Ş. 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 the sending of all kinds of announcements and information about the introduction activities and to any contact that will be established with me for the purpose of introductions and marketing and sending commercial electronic mails through my e-mail address.