

Serenity Sağlık Hizmetleri Ve Turizm A.Ş

Corporate General Disclosure Text Regarding the Processing of Personal Data

As Serenity Sağlık Hizmetleri ve Turizm A.Ş ("Magic Smile"); We have prepared this clarification text in order to inform you, our Visitors, Online Visitors, Customers, Potential Customers, Supplier Employees, Supplier Authorities regarding the processing, storage and transfer of your personal data within the framework of the Personal Data Protection Law No. 6698 ("KVKK") and activities arising from the relevant legislation and legal regulations.

1) What are the Categories of Personal Data We Process and for What Purposes Do We Process Them?

Your personal information is processed by Serenity Sağlık Hizmetleri ve Turizm A.Ş. in accordance with Article 4.2 of the KVKK;

- (i) Compliance with the law and honesty rules,
- (ii) Accurate and, where necessary, up to date,
- (iii) Processing for specific, explicit and legitimate purposes,
- (iv) Being relevant, limited and proportionate to the purpose for which they are processed,
- (v) Retention for the period stipulated in the relevant legislation or required for the purpose for which they are processed,

A. Our Visitors

Identity information of our visitors (e.g. name, surname), physical space security information (e.g. camera recordings);

- a) creation and follow-up of visitor records,
- b) will be processed for the purposes of ensuring physical space security.

B. Our Online Visitors

Transaction security information (e.g. your IP address information), marketing information (e.g. shopping history information, cookie records) and (if you notify us*) identification information, contact information (e.g. your e-mail address) of our online visitors using our website;

- a) to carry out activities in accordance with the legislation,
- b) execution of information security processes,
- c) follow-up of requests/complaints,
- d) conducting communication activities,
- e) providing information to authorised persons, institutions and organisations,
- f) will be processed in order to enable you to access our website via the internet.

C. Our Customers

Identity information, contact information, customer transaction information, physical location security information, financial information (e.g. balance sheet information), legal transaction information, marketing information (e.g. shopping history information) of our natural person customers or officials and/or employees of our legal person customers;

- a) conducting activities in accordance with the legislation,
- b) carrying out financial and accounting affairs,
- c) execution/supervision of business activities,
- d) carrying out logistics activities,
- e) execution of after-sales support services for goods/services,
- f) execution of goods/service sales processes,
- g) conducting marketing analysis studies,
- h) execution of contract processes,
- i) providing information to authorised persons, institutions and organisations,
- j) ensuring physical space security,
- k) settlement of legal disputes,
- l) carrying out storage and archive activities,
- m) execution of risk management processes,
- n) execution of advertisement/campaign/promotion processes, sending commercial electronic messages,
- o) execution of commitment processes to the company/products/services,
- p) will be processed for the purposes of carrying out communication activities.

D. Potential Customers

Identity information, contact information, customer transaction information, physical space security information, marketing information of our natural person customers or legal person customers' officials and/or employees;

- a) management of goods/service sales processes,
- b) execution of contract processes,

- c) ensuring physical space security,
- d) execution of advertisement/campaign/promotion processes, sending commercial electronic messages,
- e) will be processed for the purposes of conducting marketing analysis studies

E. Supplier Employee

Identity information, contact information, physical space security information of our supplier employee

- a) conducting communication activities,
- b) execution/supervision of business activities,
- c) ensuring physical space security,
- d) execution of supply chain management processes,
- e) carrying out logistics activities,
- f) carrying out the activities in accordance with the legislation,
- g) will be processed for the purposes of carrying out occupational health/safety activities.

F. Our Supplier Authorisation

Identity information, contact information, physical location security information, customer transaction information, financial information, marketing information, legal transaction information of our natural person suppliers or legal person supplier authorities;

- a) execution/supervision of business activities,
- b) execution of goods/service procurement processes,
- c) carrying out financial and accounting affairs,
- d) execution of contract processes,
- e) execution of investment processes,
- f) ensuring physical space security,
- g) for the purposes of follow-up and execution of legal affairs.

2) What are the Methods of Collecting Your Personal Data?

Your personal data categorised above are collected through physical means such as contact forms, contracts, visitor forms or through information systems and electronic devices (e.g. telecommunication infrastructure, computers and telephones), third parties, our website and other documents declared by the person concerned by automatic or non-automatic means.

3) What is the Legal Reason for Collecting Your Personal Data?

Your personal data is collected by Serenity Sağlık Hizmetleri ve Turizm A.Ş. in line with the realisation of the above-mentioned purposes, as specified in Article 5 of the KVKK;

- (i) It is clearly stipulated in the laws,
- (ii) Provided that it is directly related to the conclusion or performance of a contract; it is necessary to process personal data of the parties to the contract,
- (iii) It is mandatory for the data controller to fulfil its legal obligation,
- (iv) Data processing is mandatory for the establishment, exercise or protection of a right,
- (v) Provided that it does not harm the fundamental rights and freedoms of the data subject, it is processed based on the legal reasons that data processing is mandatory for the legitimate interests of the data controller.
- (vi) Identity and communication data of our Customers and Potential Customers will be processed for the purposes of making advertisements, campaigns, promotions and sending commercial electronic messages based on their explicit consent.

4) Do We Transfer Your Personal Data to a Third Party?

- a) Personal data of our visitors may be shared with law enforcement and judicial authorities for the purpose of resolving legal disputes and upon request in accordance with the relevant legislation.
- b) Personal data belonging to our online visitors may be shared with judicial authorities and authorised public institutions and organisations for the purpose of resolving legal disputes and if requested by the relevant legislation.

c) Personal data belonging to our customers are transferred to authorised public institutions and organisations in order to carry out activities in accordance with the legislation, to follow up and carry out legal affairs, to provide information to authorised persons, institutions and organisations, to carry out/supervise business activities, to carry out risk management processes, to the IT company, suppliers, cargo companies, insurance companies, banks and our financial advisor within the scope stipulated by legal regulations. In addition, such personal data may be transferred to the law firm and judicial authorities from which we receive services in order to be used as evidence in legal disputes that may arise in the future.

d) Personal data belonging to our potential customers may be transferred to the law office and judicial authorities from which we receive services in order to be used as evidence in legal disputes that may arise in the future.

e) Personal data belonging to our supplier employees are transferred to authorised public institutions and organisations; IT company, suppliers, cargo companies, banks and our financial advisor for the purposes of conducting activities in accordance with the legislation, following and conducting legal affairs, informing authorised persons, institutions and organisations, conducting/supervising business activities within the scope stipulated by the legal regulation. In addition, such personal data may be transferred to the law firm and judicial authorities from which we receive services in order to be used as evidence in legal disputes that may arise in the future.

f) The personal data belonging to our supplier official are transferred to the authorised public institutions and organisations, IT company, suppliers, cargo companies, banks and our financial advisor in order to carry out the activities in accordance with the legislation, to follow up and carry out legal affairs, to inform the authorised persons, institutions and organisations, and to carry out/supervise business activities within the scope stipulated by the legal regulations. In addition, such personal data may be transferred to the law office and judicial authorities from which we receive services in order to be used as evidence in legal disputes that may arise in the future.

5) Do We Transfer Your Personal Data Abroad?

As Serenity Sağlık Hizmetleri ve Turizm A.Ş., we do not transfer your personal data abroad.

6) How Can You Exercise Your Rights Regarding Your Personal Data?

You can send us your requests within the scope of Article 11 of the KVKK regulating the rights of the relevant persons through the "Application Form to the Data Controller" prepared for your convenience in accordance with the "Communiqué on the Procedures and Principles of Application to the Data Controller" at the address "www.magicsmileturkey.com" of Serenity Sağlık Hizmetleri ve Turizm A.Ş.

Data Controller: Serenity Sağlık Hizmetleri ve Turizm A.Ş.

Address: Güzeloba Mh. Barınaklar Blv. 131/1 Muratpaşa/Antalya

Mail: hello@magicsmileturkey.com