

This document is a translation of the original Turkish text.

As a market research company, Aksoy Araştırma Eğitim ve Danışmanlık Ltd. Şti. ("Aksoy" or "Company") is committed to full compliance with the Law on the Protection of Personal Data No. 6698 ("KVK Law"), published in the Official Gazette No. 29677 dated 7 April 2016, and with the market research sector's professional codes of conduct under ESOMAR principles. The privacy and protection of the Personal Data of participants in the market research we conduct at Aksoy, and of all parties involved in the process, are extremely important to us. We exercise the utmost care in ensuring the security of your Personal Data. With this awareness, the Company attaches great importance to processing and retaining all personal data in accordance with the KVK Law. Fully conscious of this responsibility, in our capacity as "Data Controller" as defined in the KVK Law, we collect, process and, where necessary, retain your personal data as described below and within the limits prescribed by law. In this context, we will process your Personal Data solely to conduct our research and within the limits of this Privacy Notice.

1. SUBJECT MATTER

This Privacy Notice sets out Aksoy's rights and obligations concerning the processing of Personal Data shared with Aksoy by the Data Subject who participates in Aksoy's general research, as defined in the Aksoy Personal Data Protection Policy, under the legislation governing Personal Data protection, particularly the KVK Law.

2. DATA THAT MAY BE COLLECTED

The data that may be collected concern the processing of the following Personal Data or Special Categories of Personal Data on the basis of explicit consent or other applicable grounds:

- a. Your Personal Data, including your name, address, telephone number, email address, Turkish identity details, age, occupation, socioeconomic status, information that specifically identifies you and other similar information;
- b. Special Categories of your Personal Data, including but not limited to your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health or sex life.

3. DATA COLLECTION METHOD AND LEGAL BASIS

Collection, Processing and Purposes of Processing Personal Data

Although this may vary depending on the services provided by our Company and its commercial activities, your personal data may be collected orally, in writing or electronically, through automated or non-automated methods, via our Company's departments and offices, website, social media channels, mobile applications and similar means.

Your Personal Data may be processed while you use our Company's products and services, when you use Aksoy's call centres or website, visit our office or website, or attend training, seminars or events organised by Aksoy.

Your Personal Data may also be processed for the purposes set out below, to enable our Company's products and services to be provided within the prescribed legal framework and to fulfil its contractual and statutory obligations completely and correctly.

The purposes and legal basis of Aksoy's processing of Personal Data encompass all the purposes specified in the registers in which it is registered. In this context, research participants' Personal Data may be collected and processed in connection with our Company's purposes, including but not limited to the following:

- a. Conducting market research and social research, including inviting you to participate in survey research, conducting a survey interview with you and verifying the answers you provided in our most recent study;
- b. Verifying and updating our Personal Data records;
- c. Responding to the questions and requests you send us, including where the services you request are not provided;
- d. Using survey results to enable our clients to understand consumers' awareness, use or satisfaction with various products and services; organising surveys and focus groups to measure attitudes and public opinion, design or test new products, or test the effectiveness of communications;
- e. Having our business units undertake the necessary work relating to the services provided by our Company;
- f. Processing within the personal data processing conditions and purposes specified in Articles 5 and 6 of the KVK Law.

Aksoy will not process Personal Data beyond these purposes and this legal basis.

4. TO WHOM AND FOR WHAT PURPOSES PROCESSED PERSONAL DATA MAY BE TRANSFERRED

Aksoy may transfer research participants' Personal Data to third parties in the following ways:

- a. Sharing with Aksoy and its affiliated companies;
- b. Having our business units undertake the work necessary for you to benefit from the products and services offered by our Company and the legal entities and individuals with which our Company has business relationships;
- c. Sharing with, and processing by, suppliers and consultants working for Aksoy or in connection with its services, for example to host survey websites or provide data collection or processing services;

- d. Sharing by Aksoy with its clients, subject to your separately obtained consent;
- e. As required by applicable laws, or in response to a subpoena or an order from a public authority;
- f. Sharing with Aksoy's authorised service agents and/or suppliers, including but not limited to services for data appending, data verification, database matching, coding, data segmentation and services relating to rewards, incentives and prize draws;
- g. Determining and implementing our Company's commercial and business strategies;
- h. Provided that the party receiving or obtaining personally identifying information agrees to use it in accordance with this Privacy Notice and to protect and maintain its security, integrity and confidentiality in accordance with this Privacy Notice,
in connection with a change in ownership or control, including but not limited to the merger or acquisition of any or all of Aksoy's business assets;
- i. Within the personal data processing conditions and purposes specified in Articles 8 and 9 of the KVK Law.

Aksoy retains the Personal Data it processes accurately and up to date, using the methods prescribed by the relevant legislation and decisions of the Board. When the reasons requiring their processing cease to exist, Aksoy will erase or destroy Personal Data on its own initiative or at the Participant's request.

5. THE DATA SUBJECT'S RIGHTS UNDER ARTICLE 11 OF THE KVK LAW

As a personal data subject, if you submit requests concerning your rights to our Company using the methods set out below in this Privacy Notice, our Company will resolve your request free of charge, depending on its nature, within thirty days at the latest. If the response is provided on a recording medium such as a CD or flash drive, any fee that may be requested by the Personal Data Protection Authority will not exceed the cost of that medium. In this context, as a Data Subject, you have the right to:

- a. Find out whether your Personal Data are being processed;
- b. Request information about the processing of your Personal Data, if they have been processed;
- c. Find out the purpose of processing your Personal Data and whether they are being used in accordance with that purpose;
- d. Know the third parties to whom your Personal Data have been transferred within Türkiye or abroad;
- e. Request rectification of your Personal Data if they have been processed incompletely or inaccurately, and request that the action taken be notified to third parties to whom your Personal Data have been transferred;

- f. Request the erasure or destruction of your Personal Data when the reasons requiring their processing cease to exist, even if they have been processed in accordance with the KVK Law and other relevant legislation, and request that the action taken be notified to third parties to whom your Personal Data have been transferred;
- g. Object to a result arising to your detriment through analysis of the processed data exclusively by automated systems;
- h. Claim compensation if you suffer damage as a result of unlawful processing of your Personal Data.

6. PROCEDURE FOR APPLYING TO THE DATA CONTROLLER

Under Article 13(1) of the KVK Law and the Communiqué on the Procedures and Principles for Applications to the Data Controller, you may exercise the rights listed above by completing the Personal Data Subject Application Form available under the Personal Data Protection Law link at www.aksoyarastirma.com.tr. You may submit it in person, through a notary or by registered post with acknowledgement of receipt, addressed to the relevant Company at Kozyatağı Mah. Gülbahar Sok., No:12/19 Kadıköy, İstanbul, Türkiye. Alternatively, you may scan the form and send it to aksoy@aksoyarastirma.com using a secure electronic signature, a mobile signature or the email address you previously provided to Aksoy and which is registered in our systems. Our Company will resolve the requests in your application free of charge as soon as possible, and within thirty days at the latest, depending on their nature. However, if the procedure entails an additional cost, a fee may be charged in accordance with the tariff determined by the Board. Our Company may accept the request or reject it with an explanation of its reasons, and will notify the individual of its response in writing or electronically. If the request in the application is accepted, our Company will take the necessary action. If an application is rejected, the response is considered inadequate or

no response is provided within the prescribed period, the data subject has the right to lodge a complaint with the Board within thirty days of learning of the response and, in all cases, within sixty days of the application date.

7. SCOPE

This Privacy Notice incorporates the terms and conditions of the Aksoy Personal Data Protection Policy published by Aksoy on its website.

8. QUESTIONS AND COMPLAINTS

If you have questions or concerns about this Privacy Notice, its implementation or participation in the research, you can contact us by email at aksoy@aksoyarastirma.com.