

VISITOR CLARIFICATION TEXT ON PERSONAL DATA PROTECTION

PURSUANT TO THE LAW №6698 ON THE PROTECTION OF PERSONAL DATA ("KVKK")

This Clarification Text has been prepared by the **Data Controller**, KPMG Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. ("**Company**") for the purpose of informing the people who visit the Company's websites online or physically visit the workplaces and event areas ("**Relevant Persons**") regarding the processing, storage and transfer of their personal data by the Company within the scope of the Law No. 6698 on the Protection of Personal Data ("**Law**").

Detailed information regarding the processing of your personal data within the scope of this Detailed information regarding the processing of your personal data within the scope of this Clarification text can be found in the KPMG Turkey Data Protection and Processing Policy [website](#).

1. YOUR PROCESSED PERSONAL DATA

Your personal data processed by our company, the purposes of processing your data, the legal reasons for processing and collection methods are listed in the following table:

IDENTIFICATION DATA			
RELATED PERSONS	PERSONAL DATA PROCESSED	PURPOSES OF PROCESSING PERSONAL DATA	LEGAL REASONS FOR PROCESSING PERSONAL DATA
Physical Visitors	First Name(s), Family Name(s),	Organization and Event Management Executing Storage and Archive Actions Informing authorized person, organization and institution	Your personal data as stated in the relevant regulation and 5 th Article of KVKK; If expressly stipulated by the Laws, If it is mandatory for the data controller to fulfil their obligation, If data processing is mandatory for establishment, exercise or protection of a right, If data processing is mandatory for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject remain harmless.
TRANSACTION SECURITY DATA			
RELATED PERSONS	PERSONAL DATA PROCESSED	PURPOSES OF PROCESSING PERSONAL DATA	LEGAL REASONS FOR PROCESSING PERSONAL DATA
Online Visitors	IP address information, Log records	Conducting Audit / Ethics Activities Executing Access Authorizations Execution/Audit of Business Activities Executing information security processes	Your personal data as stated in the relevant regulation and 5 th Article of KVKK; If it is clearly stipulated in the law, If it is mandatory for the data controller to fulfil their obligation,

		<p>Executing Activities in Compliance with Legislation</p> <p>Executing Risk Management Processes</p> <p>Executing Storage and Archive Activities</p> <p>Ensuring the Security of Data Controller Operations</p> <p>Informing authorized person, organization and institution</p>	<p>If data processing is mandatory for establishment, exercise or protection of a right,</p> <p>If data processing is mandatory for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject remain harmless.</p>
MARKETING DATA			
RELATED PERSONS	PERSONAL DATA PROCESSED	PURPOSES OF PROCESSING PERSONAL DATA	LEGAL REASONS FOR PROCESSING PERSONAL DATA
Online Visitors	Cookie Records	<p>Executing Customer Relationship Management Processes</p> <p>Executing Marketing Processes of Products / Services</p>	<p>Your personal data as stated in the relevant regulation and 5th Article of KVKK;</p> <p>If data processing is mandatory for establishment, exercise, or protection of a right.</p> <p>If it has been made public by the Relevant person himself/herself</p> <p>If it is mandatory for the data controller to fulfil their legal obligation,</p> <p>If data processing is mandatory for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject remain harmless.</p>
PERSONAL DATA			
RELATED PERSONS	PERSONAL DATA PROCESSED	PURPOSES OF PROCESSING PERSONAL DATA	LEGAL REASONS FOR PROCESSING PERSONAL DATA
Physical Visitors	Information about the institution he/she works for, position information, sector of work	<p>Executing financial and accounting transactions</p> <p>Monitoring and executing legal affairs</p> <p>Executing goods/services sales processes</p> <p>Executing goods/services production and operation processes</p> <p>Executing Risk Management processes</p> <p>Executing activities in accordance with the legislation</p>	<p>Your personal data as stated in the relevant regulation and 5th Article of KVKK;</p> <p>If it is mandatory for the data controller to fulfil their obligation,</p> <p>If data processing is mandatory for establishment, exercise or protection of a right,</p> <p>If data processing is mandatory for the legitimate interests of the data controller, provided</p>

			that the fundamental rights and freedoms of the data subject remain harmless.
VISUAL AND AUDIO RECORDINGS			
RELATED PERSONS	PERSONAL DATA PROCESSED	PURPOSES OF PROCESSING PERSONAL DATA	LEGAL REASONS FOR PROCESSING PERSONAL DATA
Physical Visitors	Video and audio recordings and photographs taken within the scope of company events and digital content.	Executing Communication Actions Execution of Social Responsibility and Civil Society Activities, Execution of Advertising / Campaign / Promotion Processes, Informing authorized person, organization, and institution	Your personal data as stated in the relevant regulation and 5 th Article of KVKK; If it is mandatory for the data controller to fulfil their obligation, If data processing is mandatory for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject remain harmless.

2. PERSONAL DATA COLLECTION METHODS

Personal data may be obtained directly from the data subject, third parties and legal authorities during the establishment of a legal relationship. In this context, personal data can be collected from verbal, written or electronic media through tools such as electronic mail, application forms and through written or verbal communication channels.

3. SHARING YOUR PERSONAL DATA WITH THIRD PARTIES

Your above mentioned personal data may be shared with KPMG Yeminli Mali Müşavirlik A.Ş. and KPMG Yönetim Danışmanlığı A.Ş., which are other member companies of the KPMG International network of which the Company is also a member, with suppliers, shareholders, authorised dealers, private law persons from whom services are received (security, training, audit, event and organisation, health, occupational safety, law, security, education, audit, event and organisation, health, occupational safety), independent audit institutions, financial institutions, direct and indirect subsidiaries, business partners in Turkey and abroad, and storage facilities located in Turkey and abroad, archiving, information technology support companies (server, hosting, programme, cloud computing), legally authorised public institutions and private law persons, and may be transferred abroad, provided that adequate and effective measures are taken in accordance with the data transfer and processing conditions specified in Articles 8 and 9 of the Law and the security and confidentiality principles specified in the legislation limited to the purpose of realising the above-mentioned purposes.

4. ENSURING SECURITY AND PRIVACY OF YOUR PERSONAL DATA

In accordance with Article 12 of the KVKK, our Company takes all necessary technical and administrative measures to prevent unlawful processing of personal data and unlawful access to personal data, and to ensure the appropriate level of security to ensure the protection of personal data. In the event that the processed personal data is unlawfully obtained by third parties, our Company will notify the relevant person and the Board as soon as possible.

5. ERASURE AND DESTRUCTION OF PERSONAL DATA

Pursuant to Article 7 of the KVKK, although personal data has been processed in accordance with the relevant legislation, personal data shall be erased or destroyed by our Company ex officio or upon the request of the relevant person if the reasons requiring its processing no longer exist. The procedures and principles regarding this matter will be fulfilled in accordance with the KVKK and the secondary legislation to be established on the basis of this Law.

6. YOUR RIGHTS UNDER THE LAW ON PROTECTION OF PERSONAL DATA

Pursuant to the Article 11 of KVKK, you may apply to our Company to place requests on the following matters regarding your personal data;

- To learn whether your personal data are processed or not,
- To request information in this regard, if your personal data were processed,
- To learn the purpose of processing your personal data and whether they are used in accordance with their purpose, to learn local or foreign third parties to whom your personal data are transferred,
- To request correction of personal data in case of incomplete or incorrect processing and to request notification of the transaction made within this scope to third parties to whom personal data are transferred,
- To request the erasure, destruction or anonymisation of personal data in the event that the reasons requiring the processing of personal data no longer exist and to request notification of the transaction made within this scope to third parties to whom personal data are transferred,
- To object to the occurrence of a result to the detriment of the relevant person by analysing the processed personal data exclusively through automated systems,
- In case of damage due to unlawful processing of personal data, to demand compensation for the damage.

Your requests in your application will be finalised free of charge within thirty days at the latest, depending on the nature of the request. However, if the transaction requires an additional cost for the Company, the fee in the tariff determined by the Personal Data Protection Board in the Communiqué on the Procedures and Principles of Application to the Data Controller may be charged.

In matters related to the processing of your personal data, you must submit your application to our Company by filling out the Data Subject Application Form, which you can access by **clicking here**, in writing or by using your registered electronic mail (KEP) address, secure electronic signature, mobile signature or your e-mail address that you have previously notified to us and is included in our records. Depending on the nature of your request and your application method, the Company may request additional verifications (such as sending a message to your registered phone, calling you) in order to determine whether the application belongs to you and thus protect your rights. For example, if you apply through your e-mail address registered with the Company, we may contact you using another communication method registered with the Company and request confirmation of whether the application belongs to you.

7. CONTACT INFORMATION

KPMG BAĞIMSIZ DENETİM VE SERBEST MUHASEBECİ MALİ MÜŞAVİRLİK A.Ş.

Contact Link: <https://home.kpmg.tr/tr/home/hakkimizda/kisisel-verilerin-korunmasi.html>

Address: Levent, İş Kuleleri, Kule 3, Kat: 2-9, 34330 Beşiktaş/ İstanbul