

PARDON BOULANGERIE
PRIVACY NOTICE ON THE PROTECTION AND PROCESSING OF PERSONAL DATA

1) Data Controller

Simit And Smith İstanbul Gıda Üretim ve Ticaret Anonim Şirketi (“**Pardon Boulangerie**” or “**Company**”) attaches great importance to the protection of your personal data. Your personal data can be processed by the Company as the data controller in accordance with Law on the Protection of Personal Data No. 6698 (“**Law**”).

2) Purposes of Processing Personal Data

In accordance with the conditions for processing personal data specified under the Article 5 of the Law, your collected personal data shall be processed within the scope of the following purposes (“**Purposes**”):

- To execute the contracts and sales processes for orders placed through Website and mobile application
- To create subscription records and to provide access to subscriber accounts
- To execute the after sale support services for products/services
- To receive and finalize requests, suggestions and complaints
- To carry out information security processes
- To execute the activities in accordance with the legislation
- To execute finance and accounting works
- To execute customer satisfaction activities
- To execute company / product /service commitment processes
- To monitor and carry out legal affairs
- To execute business activities / to perform audit of business activities
- To plan and execute the logistic activities
- To ensure the security of head office, factory and stores
- To ensure visitor tracking and to enhance visitor experience
- To carry out marketing analysis studies
- To carry out the marketing processes of products/services
- To carry out advertising / campaign / promotion processes
- To offer the most suitable product options and campaigns for your preferences, tastes, interests, habits and location
- To send commercial electronic messages to your contact information, including conducting satisfaction surveys and communications through surveys and similar methods, promoting our products or services, informing about openings, invitations or events, and sending bulletins
- To provide information to authorized persons, institutions and organizations
- To ensure compliance with the storage obligations stipulated under the legislation

3) Recipient Parties and Purposes for Transferring Personal Data

Your collected personal data may be transferred in order to meet the Purposes to service provider companies providing support, our business partners, suppliers, affiliates, shareholders, legally authorized public institutions, and legally authorized private persons

in accordance with the conditions for transferring personal data specified under the Articles 8 and 9 of the Law and within the scope of the data processing conditions specified under the Article 5 of the Law.

4) Method and Legal Bases of the Collection of Personal Data

Your personal data is collected electronically through channels such as e-mail, relevant websites and mobile applications, online applications, cookies, social media channels, and through the call center channel or physically through printed forms, subscription forms, or through post / cargo, in accordance with the personal data processing conditions specified in the Article 5 of the Law.

Your personal data can be processed for the purposes specified in Section 2 of this Privacy Notice, based on the following legal grounds specified in Article 5 of the Law:

- Based on the legal ground that it is clearly stipulated under the laws (Law Article 5/2-a): To execute the contracts and sales processes for orders placed through Website and mobile application, to ensure compliance with the storage obligations stipulated under the legislation.
- Based on the legal ground that the processing of your personal data is necessary for the execution or performance of the contract; (Law Article 5/2-c): To create subscription records and to provide access to subscriber accounts, to execute the after sale support services for products/services
- Based on the legal ground that data processing is mandatory for our legitimate interests, provided that it does not harm your fundamental rights and freedoms (Law Article 5/2-f): To plan and execute the logistic activities, To carry out information security processes, To execute finance and accounting affairs, To monitor and carry out legal affairs, To receive and finalize requests, suggestions and complaints, To execute company / product /service commitment processes, To execute business activities / to perform audit of business activities, To ensure the security of head office, factory and stores, To ensure visitor tracking and to enhance visitor experience, To carry out marketing analysis studies, To carry out the marketing processes of products/services, To carry out advertising / campaign / promotion processes.
- Based on your explicit consent (Law Article 5/1): To offer the most suitable product options and campaigns for your preferences, tastes, interests, habits and location, To send commercial electronic messages to your contact information, including conducting satisfaction surveys and communications through surveys and similar methods, promoting our products or services, informing about openings, invitations or events, and sending bulletins.

5) Data Subjects Rights as Envisaged Under Article 11 of the Law

We hereby declare that you are entitled to the following rights, set forth under Article 11 of the Law:

- To learn whether your personal data are being processed,
- To request information if your personal data have been processed,
- To learn the purpose of the processing of your personal data and whether they have been

used accordingly,

- To learn which third parties domestic or abroad your personal data has been transferred to,
- To request rectification in case your personal data has been processed incompletely or inaccurately and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To demand the erasure or destruction of your personal data in case the reasons necessitating the processing have disappeared even though it was processed in accordance with the Law and other relevant provisions and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To object the occurrence of any consequence that is to your detriment by means of analysis of personal data solely through automated systems,
- To demand compensation for the damages that you have suffered as a result of unlawful processing of your personal data.

You can submit your applications regarding your rights listed above to our Institution by filling out the Data Subject Application Form, which you can access from our website <https://pardonboulangerie.com.tr/>.

If you wish, you can choose one of the following methods in accordance with Article 2 of the Communiqué on the Procedures and Principles of Application to the Data Controller by adding your name-surname, signature, Turkish ID Number, residential or workplace address for notification, e-mail address for notice, telephone number, if any, to your request in order to exercise your rights set forth under Article 11 of the Law and to submit your requests, instead of the printed application form:

You can send it,

- by mail; to kvkk@pardonboulangerie.com via the e-mail address you have created as a subscriber;
- by post; in writing to Kuzguncuk Mah. Azizbey Sk.No:1/A Üsküdar-İSTANBUL address.

Depending on the nature of your request, your application will be concluded as soon as possible, within 30 days at the latest and free of charge; however, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.