



PERSONAL DATA PROTECTION LAW NO. 6698 ("KVKK") INFORMATION AND ENLIGHTENMENT TEXT

1. DATA CONTROLLER:

This information notice has been prepared by Maestro Otel Turizm ve Yatçılık Limited Şirketi ("The Maestro Hotel") as the data controller within the scope of Article 10 of the Personal Data Protection Law No. 6698 ("KVKK") and the Communiqué on the Procedures and Principles for Fulfilling the Obligation to Inform, and applies to guests staying at our hotels. You can review our Privacy Policy under the EU General Data Protection Regulation ("GDPR") and our KVKK policies at www.themaestrohotel.com.

2. PURPOSES OF PROCESSING PERSONAL DATA:

Your personal data is processed based on the specified legal grounds for the purposes of providing better service, conducting reservation, transportation, transfer, and accommodation procedures, verifying identity, ensuring security, enabling you to benefit from services, fulfilling necessary notifications to relevant institutions and organizations, carrying out promotion, information, marketing, campaign, and survey activities, conducting membership transactions, ensuring customer satisfaction, and executing finance, payment, and invoicing procedures.

3. PROCESSED PERSONAL DATA:

Your personal data is processed within the scope of the company's activities in accordance with Article 4 of the Law, adhering to the principles of lawfulness and fairness, accuracy and, where necessary, being up to date, processing for specific, explicit, and legitimate purposes, being relevant, limited, and proportionate to the purposes of processing, and retention for the period prescribed by relevant legislation or necessary for processing purposes. Your personal data is processed in accordance with Articles 5 and 6 of the Law and relevant legislation based on the purposes stated above under the following categories:

Identity Information:

Name, surname, Turkish ID Number, place of birth, date of birth, nationality, foreign ID number/passport details, mother's name, father's name, gender, marital status, family relationship details, vehicle license plate number, signature. Processed for purposes of reservation and accommodation transactions, responding to requests and complaints, identity verification, invoicing, customer service, legal notification obligations, handling requests and complaints.

Contact Information:

Phone number, email address, location, and address details. Processed for purposes of reservation and accommodation transactions, responding to requests and complaints, notifications, legal notification obligations, communication with you. Location Information: Real-time location data. Processed for purposes of fulfilling guests' transportation and transfer requests. Legal

Transaction Information:

Information included in correspondences with judicial authorities, legal notifications, investigation records, lawsuit, and enforcement case files. Processed for purposes of ensuring necessary correspondence in case of potential legal disputes.



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

Your personal data may be transferred to the relevant company units and employees for the purposes of carrying out reservation and accommodation activities, responding to requests and complaints, and fulfilling business processes; to company representatives, partners, and shareholders for conducting management activities, implementing corporate strategies, and executing corporate decisions; to tourism and travel agencies, online platforms, and intermediary organizations with which we cooperate for reservation, accommodation, and transfer services, as well as for receiving and handling requests and complaints; to business and solution partners for procurement and support services, including law firms, financial advisors, banks, and technology service providers such as hardware, software, and technology companies, for carrying out technical and specialized activities; to consultants for the execution of company operations; to agents, attorneys, or other authorized legal representatives acting on behalf of our company when necessary for fulfilling legal obligations; to our attorneys for managing legal dispute resolution processes; and to authorized public institutions and organizations such as law enforcement agencies and judicial authorities in cases where legal regulations require the fulfillment of notifications, including the identity notification system, legal obligations, or evidence for legal disputes. Your personal data is stored for the duration prescribed by the applicable legislation and relevant retention periods, and upon the expiration of the retention period, your personal data is deleted.

5. METHOD OF COLLECTING PERSONAL DATA AND LEGAL GROUNDS:

Your personal data is processed, stored, and collected directly by the authorized units of our company, via our website, social media accounts, or through domestic and/or international tourism and travel agencies, online hotel reservation services, digital systems you use, websites, and relevant third-party institutions and organizations, in both electronic and non-electronic formats.

Your identity, contact, location, and customer transaction data are processed based on **Article 5/1** of Law No. 6698, which requires "obtaining explicit consent." Your identity, contact, location, financial, and customer transaction data are processed under **Article 5/2-a**, which states that "processing is explicitly required by law." Your identity, contact, address, financial, and customer transaction data are processed under **Article 5/2-c**, which states that "processing is necessary for the establishment or performance of a contract to which the data subject is a party." Your identity, contact, address, financial, and customer transaction data are processed under **Article 5/2-ç**, which states that "processing is mandatory for the data controller to fulfill its legal obligation." Your identity, contact, location, legal transaction, financial, and customer transaction data are processed under **Article 5/2-e**, which states that "processing is necessary for the establishment, exercise, or protection of a legal right." Your identity, contact, transaction security, customer transaction, physical space security, visual and audio recording data are processed under **Article 5/2-f**, which states that "processing is necessary for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject."

Your personal data is processed for the purposes specified below if you provide explicit consent based on the legal ground of obtaining explicit consent.

Personal data may be processed with your explicit consent in the event that electronic messages are sent to you via the communication management system for the purpose of offering personalized



opportunities, conducting promotional and event processes, and providing necessary information within the scope of the services offered.

If you contact us through call services, your voice recording may be taken with your explicit consent using the keypad input method to meet quality standards, receive requests and complaints, and ensure customer satisfaction.

Your explicit consent is requested separately from this information notice, and even if you give consent, you have the right to withdraw it at any time.

Personal data is processed for the following purposes based on the legal ground that it is explicitly required by law.

If authorized institutions or organizations request information from our hotel due to legal regulations to which we are subject, or if legal notification obligations must be fulfilled (for example, under the Identity Notification Law No. 1774, any private or official accommodation must be immediately reported to law enforcement authorities), personal data is processed accordingly.

Personal data is processed for the following purposes based on the legal ground that it is necessary for the establishment or performance of a contract.

The creation of your membership registration, enabling you to log in with your membership profile account and update your user information.

Ensuring that you benefit from the services provided by the hotel, including receiving and finalizing reservation requests related to these services.

Personal data is processed for the following purposes based on the legal ground that it is necessary for the establishment, exercise, or protection of a legal right.

Detection and prevention of suspicious/unlawful transactions, issues, and errors in accessing and using the website or digital systems.

If a legal dispute arises, ensuring the protection and exercise of our rights and conducting legal proceedings.

Personal data is processed for the following purposes based on the legal ground that it is necessary to fulfill legal obligations.

In cases where authorized institutions or organizations request information from our hotel or where we are required to notify these institutions, personal data is processed to fulfill our legal obligations. Personal data is processed for the following purposes based on the legal ground that it is necessary for our legitimate interests, provided that it does not harm the fundamental rights and freedoms of the data subject.

Receiving and resolving your questions, suggestions, requests, and complaints via our website, social media accounts, or digital systems, offering you personalized opportunities and products, and providing necessary information.

Recording video footage in interior and exterior areas to ensure physical security and address requests and complaints.



Collecting your feedback on the application for the purpose of improving the application and ensuring customer satisfaction.

6. RIGHTS OF THE DATA SUBJECT (RIGHT TO APPLY):

Under Article 11 of Personal Data Protection Law No. 6698, which regulates the rights of data subjects, you may submit your requests in accordance with the Communiqué on the Procedures and Principles of Application to the Data Controller by applying in person at Maestro Otel Turizm ve Yatçılık Limited Şirketi ("The Maestro Hotel"), located at Pürtelaş Hasan Efendi Mahallesi Meclis-i Mebusan Caddesi No:45 Beyoğlu, Istanbul; by filling out the APPLICATION FORM published on our website and submitting it in writing; by sending an email using the electronic mail address you have previously notified to our company and is registered in our company's system to our corporate email info@themaestrohotel.com; by sending a registered email to maestrohotel@hs01.kep.tr; or via notary public.