

## PRIVACY NOTICE ON THE PROCESSING OF PERSONAL DATA

### Commercial Electronic Messages

#### A. Who is the Data Controller?

As MAPFRE Sigorta A.Ş. ("**MAPFRE**" or "**Company**"), we attach great importance to the protection of your personal data. As MAPFRE, we act as a data controller when processing your personal data. This privacy notice has been prepared to inform you about how your personal data is processed within the scope of commercial electronic messages.

#### B. Your Processed Personal Data, Purposes and Legal Reasons for Processing Your Personal Data

Article 5 of the [Law No. 6698 on the Protection of Personal Data](#) ("**Law**") regulates the legal basis for personal data processing. ") regulate the legal grounds for personal data processing. In the absence of any of the exceptions specified in the Law for the processing of personal data, your explicit consent is requested for the processing of your personal data.

Objectives	Legal Reason	Personal Data Processed
<ul style="list-style-type: none"><li>– Sending commercial electronic messages regarding advertisements, campaigns, promotions and opportunities by MAPFRE to your mobile number and e-mail address that you have shared with us.</li></ul>	<p><b><u>Law Art. 5/1</u></b></p> <p>Presence of explicit consent of the data subject</p>	<ul style="list-style-type: none"><li>– <b>Identity</b> (name, surname)</li><li>– <b>Contact</b> (mobile number, e-mail address)</li></ul>
<ul style="list-style-type: none"><li>– Informing you online within the scope of sending commercial electronic messages and notifying the authorized institutions and organizations of the records regarding your consent given online.</li></ul>	<p><b><u>Law Art. 5/2(ç)</u></b></p> <p>It is necessary for compliance with a legal obligation to which the data controller is subject.</p>	<ul style="list-style-type: none"><li>– <b>Identity</b> (name, surname)</li><li>– <b>Contact</b> (mobile number, e-mail address)</li><li>– <b>Transaction Security</b> (IP address, log records)</li></ul>

#### C. With Whom Do We Share Your Personal Data?

Your personal data are shared within the scope of the purposes and legal reasons specified under the heading "**B. Your Personal Data Processed, What are the Purposes and Legal Reasons for Processing Your Personal Data?**" of this privacy notice.

When some institutions and organizations request information and documents from our Company or in order to carry out our operational processes regarding the activities of our Company, we share your personal data with these authorized institutions and organizations and relevant third parties in accordance with the rules in the Law and relevant legislation. In this context, the parties we share and the purposes of sharing are as follows:

- **Companies From Which We Receive Support and Services:** Conducting service procurement processes for sending commercial electronic messages, executing communication activities.
- **Authorized Institutions and Organizations:** In the event that you consent to the sending of commercial electronic messages by MAPFRE; sharing your records regarding your consent with authorized institutions and organizations in order for us to fulfill our legal obligations (For example; Message Management System/İYS).

#### D. By Which Methods and On Which Legal Basis Do We Collect Your Personal Data?

Your personal data is collected by wholly or partially by automated means through forms filled in electronically and SMS correspondence. Your personal data are processed based on the legal basis of the fulfillment of our legal obligations and the explicit consent of the data subject.

#### E. What Are Your Rights Regarding Your Personal Data?

Article 11 of the Law No. 6698 on the Protection of Personal Data regulates “data subject rights”. In order to exercise your rights under this article, you can send an e-mail to [kvkk@mapfre.com.tr](mailto:kvkk@mapfre.com.tr) **through your e-mail address registered in our systems** or send a physical mail to Torun Center, Fulya Mahallesi, Büyükdere Cad. No: 74/D Şişli/İstanbul.

You can also prefer the methods specified in the [Communiqué on the Procedures and Principles of Application to the Data Controller](#) to exercise your rights.

You can access our policy on the processing of your personal data on our website (<https://www.mapfre.com.tr/sigorta-tr/bireysel/>).