**YAŞMAK TURİZM ve TİCARET A.Ş.**

**WEBSITE PRIVACY AND SECURITY POLICY**

“Website Privacy Statement” has been prepared in the capacity of the data controller, whose information given below, to collect your personal data and other information while you visit our website within the scope of the Article 10 of the Law on the Protection of Personal Data No.6698 (“the Law”) and the Communiqué on the Procedures and Principles to be Complied with in Fulfilling the Obligation of Clarification. We process, and keep confidential, your visit information to our website as explained in the personal data protection policy and clarification texts.

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| **MERSIS (Central Registration System) Number:** 0940 0013 2950 0014 |
| **Address:** Hocapaşa Mahallesi Ebusuud Caddesi No:12-Sirkeci/ FATİH/ İSTANBUL |
| **Telephone:** 0 212 528 13 43 Fax: 0 212 528 13 48 **E-mail:** info@yasmakhotelcollection.com |

**1. AUTOMATICALLY COLLECTED INFORMATION**

We process the Internet Protocol address (IP), visit traffic data automatically in accordance with our obligations under the Law No. 5651 on the Regulation of Broadcasts on the Internet (Law No. 5651) and related regulations.

There are cookies on our website. Cookies, by uploading information to the computer of the website user, enable the visits to be made to the website from this computer to be recognized, and improve the use and convenience of the site. You can reach information regarding this by clicking our **Cookie Clarification Text** in the cookie notices field under our landing page.

**2. INFORMATION RECEIVED**

We obtain the information seen on our website for name, surname, address, e-mail, telephone number, payment through the website and process them in our activities related to the participants. We provide information on the processing of this personal data in the “**Clarification Text and Express Consent**” field under the relevant field.

We expect you to share only your own data for website operations with "Contact Us", "Reservation" on our website.

**3. PROTECTING THE PRIVACY OF CHILDREN**

Particular attention is paid to the protection of children's privacy on our website. Information of persons under the age of 18 is never knowingly collected and stored. However, it may be necessary to collect and store information about children for the purposes of performing the activities we carry out.

**4. HOW THE INFORMATION WILL BE USED**

We may process and use the personal data that we collect over this website and by other means for the following purposes:

* Execution of Information Security Processes
* Giving Information
* Execution of Access Authorizations
* Carrying Out Activities in Compliance with the Legislation
* Follow-up and Execution of Legal Affairs
* Execution of Guest Relationship Management Processes
* Carrying Out Activities for Accommodation Satisfaction
* Execution of Room Sales Processes
* Organization and Event Management
* Execution of Storage and Archive Activities
* Follow-up of Requests / Complaints
* Providing Information to Authorized Persons, Institutions and Organizations

**5. PURPOSE OF PROCESSING AND LEGAL REASONS**

| **Your Personal Data Processed** | **Purpose of Processing** | **Legal Reasons** |
| --- | --- | --- |
| Name, Surname, Phone Number, E-Mail, Address | For room sale | Law 5/2 a and 2 c |
| Name, Surname, Turkish ID No, Telephone No, E-Mail, Country, Comment | For the purpose of maintaining the information of the participants want to communicate with their consent | Law art. 5/1 |
| Connection Time, Connection End Time, IP Address, IP Protocol Used and Amount of Data Transferred | According to the provision of “Responsibility of the Hosting Provider” under the Law No. 5651, art. 4, for fulfillment of the legal obligation of data controller | Law art.5/2 ç |
| Information of Your Visited Pages | For our legitimate interests satisfying the conditions | Law art. 5/2 f |

**6. TO WHOM AND FOR WHAT PURPOSE TO TRANSFER**

Our website may share your personal data and other information, the data obtained by using this data with the associations with which we cooperate, with software companies regarding complaint management and security, and with authorized institutions, organizations, authorities, administrative and judicial bodies within the scope of legal obligations in order to achieve the purposes set out in the above processing purposes section, for meeting the communication requests, fulfilling our legal obligations, fulfilling the contractual requirements, improving the user experience, ensuring the security of the users, arranging all the records and documents that will be the basis for the transaction in the electronic environment, complying with the information storage, reporting and information obligations stipulated by the legislation and relevant authorities, to provide products and services, to implement our website management policies, to verify user identities, to improve system performance are being on the first rank.

The personal data, within the abovementioned categories and purposes, may be transferred to third parties in the country, as well as abroad if legal conditions are met, providing to be limited and proportional to these purposes.

**7. OTHER**

By using non-personal information, our website may create information tracking reports on user statistics and website use and share these reports with others. No information in the report is dependent on identity and other personal data.

We take measures against data breaches to ensure that the computer network, applications and database are secure and closed to unauthorized access and use. If you have security concerns about your personal data, do not send this information over the internet.

Our website may provide link to other websites or internet resources. When you enter one of these links, you switch to another website or internet resource. This resource may receive information from you in line with your request or through "cookies" or other means. Our website has no responsibility, liability or control over these websites or internet resources or on their collection, use or disclosure of your information. You should review the privacy policies of other websites and internet resources and understand how they collect and use your information.

Attention is paid to credit card security in your payments. Your credit card information is not stored in any way our system.

When you enter the transaction process, there are two things you need to pay attention in order to understand if you are on a secure site. One of them is a key or lock icon on the bottom line of your browser. This indicates that you are on a secure website and all your information is encrypted and protected. This information is only used depending on the sales process and in line with your instructions. The information related to the credit card used during shopping is encrypted with 128-bit SSL (Secure Sockets Layer) protocol, independent of our shopping sites, and sent to the relevant bank for querying. If the card availability is approved, the shopping continues. Since no information about the card can be viewed and recorded by us, third parties are prevented from obtaining this information under any circumstances.

The reliability of payment/invoice/delivery address information of orders placed online by credit card is audited against Credit Card Fraud. Therefore, the accuracy of financial and address/telephone information of our customers, who placed order from our shopping sites for the first time, must be confirmed at first in order to arrive to the procurement and delivery stage. In order to check this information, if necessary, the customer, holder of the credit card or the relevant bank is contacted.

Your identity and credit card information, which you send to us by credit card mail-order method, will be kept by us according to the confidentiality principle. This information is kept for 60 days against possible credit card withdrawal objections with the bank and then destroyed. If any amount withdrawn from your card other than the price in the mail-order form approved by you, which will be sent in return to us for the price of the products you ordered, you can naturally object to the bank and it does not pose a risk as you can prevent the payment of this amount.

Never write down your credit card number or passwords in the e-mails you send to our website regarding any of your orders. Information contained in e-mails can be viewed by third parties. Under no circumstance, our company guarantees the security of the information transferred from your e-mails.

**8. RIGHTS OF THE PERSON CONCERNED**

You can apply for your requests within the scope of Article 11 of the Law, which regulates the “**Rights of the person concerned**”, by submitting to our website, as detailed in the **Application Form** available on our website.

**9. EFFECTIVENESS**

Changes or additions to this Privacy Statement available on our website may be made from time to time. The change to be made becomes effective from the date it is published on the website.

**Yaşmak Turizm ve Ticaret A.Ş.**

**Our Address:**

Hocapaşha Mahallesi Ebusuud Caddesi No:12-Sirkeci/İSTANBUL