



## ŞİŞLİ TURİZM YATIRIMLARI İNŞAAT SANAYİ VE TİCARET A.Ş. INFORMATION NOTE ON IHG REWARDS CLUB

This information Note has been redacted for the purposes of informing the data subjects concerning the procedures and principles regarding the processing of personal data of guests and customers within the scope of Şişli Turizm Yatırımları İnşaat Sanayi ve Ticaret A.Ş.'s ("Company") IHG Rewards Club loyalty program membership as per Turkish Personal Data Protection Law no. 6698.

### **1. Purpose of Processing of Personal Data**

The personal data collected are processed for execution of information security processes, conducting audit / ethics operations, conducting business and operations in accordance with the legislation, execution of financial operations and accounting, execution of the loyalty processes with regards to the Company / Products / Services, ensuring hotel security, conducting Internal Audit / Investigation / Intelligence operations, managing communication activities, conducting / supervising business activities, receiving and evaluating suggestions to improve business operations, ensuring business stability, managing after-sales support services, managing sales processes of goods / services, execution of goods / services production and operation processes, execution of the customer relationship management processes, carrying out activities with regards to customer satisfaction, organization and event management, conducting marketing analysis, execution of advertising / campaign / promotion processes, managing contract processes, managing requests / complaints, ensuring the security of movable goods and resources, execution of marketing processes with regards to products / services, ensuring the security of data controller operations and providing information to authorized persons, institutions and organizations within the framework of the personal data processing terms and purposes specified in Articles 5 and 6 of the Law. Personal data processed in this context is as follows: name, surname, language preference, address, e-mail and telephone number.

### **2. Parties to Whom Personal Data May Be Transferred and Purpose of Transfer**

The personal data collected may be shared for execution of information security processes, conducting audit / ethics operations, conducting business and operations in accordance with the legislation, execution of financial operations and accounting, execution of the loyalty processes with regards to the Company / Products / Services, ensuring hotel security, conducting Internal Audit / Investigation / Intelligence Activities, managing communication activities, conducting / supervising business activities, receiving and evaluating suggestions to improve business operations, ensuring business stability, managing after-sales support services, managing sales processes of goods / services, execution of goods / services production and operation processes, execution of the customer relationship management processes, carrying out activities with regards to customer satisfaction, organization and event management, conducting marketing analysis, execution of advertising / campaign / promotion processes, managing contract processes, managing requests / complaints, ensuring the security of movable goods and resources, execution of marketing processes with regards to products / services, ensuring the security of data controller operations and providing information to authorized persons, institutions and organizations, with authorized institutions and organizations and with other business partners and hotels within the Intercontinental Hotels Group in which the Company is a member within the framework of the personal data processing conditions specified in Articles 8 and 9 of the Law.

### **3. Method and Legal Reason for Personal Data Collection**

Your personal data are collected materially or by means that are partially or fully automated during the creation of your IHG Rewards Club membership account based on the reasons stated in article 5 of the Law No. 6698 which are as follows "expressly permitted by any legislation", "being necessary to process the personal data of parties of a contract, provided that the processing is directly related to the establishment or performance of the contract", "being necessary for compliance with a legal obligation the controller is subject to", "being necessary for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject are not harmed" and transferred abroad with your explicit consent.

### **4. Rights of Data Subjects and Exercise of These Rights**

You may submit your requests in writing to Şişli Turizm Yatırımları İnşaat Sanayi ve Ticaret A.Ş. delivering by hand to 19 Mayıs Mahallesi Halaskargazi Cad. No:206 34360 Şişli/İstanbul, or sending via a notary public or by the methods determined in accordance with "Communiqué on Procedures and Principles of Application to the Data Controller" or sending to sisliturizm@hs03.kep.tr with secure electronic signature as per article 11 of the Law regulating the rights of data subject.