

# Personal Data Protection Notice (KVKK & GDPR)

## Purpose and Scope

This Personal Data Protection Notice has been prepared in accordance with the Turkish Law on the Protection of Personal Data No. 6698 (KVKK) and, where applicable, the General Data Protection Regulation (GDPR). It sets out the principles adopted by PR Turkey as a public relations and communication agency.

## Data Controller

PR Turkey acts as the Data Controller. Address: Rasimpa■a Mah. Bayramyeri Sokak, Ça■da■ ■■ Merkezi No: 19 Kat: 2/14 Kad■köy / Istanbul – TURKEY. Contact Email: info@prturkey.com.

## Personal Data Collected

Identity, contact, professional information, IP address, website usage data, communication records, and data voluntarily shared by clients, media representatives, or visitors.

## Purposes of Processing

Conducting PR and communication activities, managing media relations, preparing press releases, executing digital PR strategies, reporting campaign results, improving service quality, and fulfilling legal obligations.

## Legal Basis

Personal data is processed based on explicit consent, contractual necessity, legal obligations, and legitimate interests, provided that fundamental rights and freedoms are protected.

## Data Transfer

Personal data may be transferred to authorized public institutions, media organizations, digital service providers, and business partners when necessary for PR activities, in compliance with applicable laws.

## Data Retention Period

Personal data is retained for a maximum period of 5 (five) years following the end of the relevant business relationship, unless a longer retention period is required by law. Upon expiry, data is securely deleted, destroyed, or anonymized.

## Data Subject Rights

Data subjects have the right to access, correct, delete, restrict, and object to the processing of their personal data by applying to PR Turkey via the contact details provided.