

**DATA PROTECTION NOTICE ON THE PROTECTION AND PROCESSING OF
PERSONAL DATA
FOR CUSTOMER COMPLAINT MANAGEMENT PROCESS**

As Türk Henkel Kimya Sanayi ve Ticaret Anonim Şirketi ("**Company**"), we attach great importance to the confidentiality and security of personal data shared with our Company. The Company carries out personal data processing activities in accordance with the regulations in Law No. 6698 on the Protection of Personal Data ("**KVKK**" or "**Law**").

Identity of the Data Controller

In terms of the implementation of the Law, Türk Henkel Kimya Sanayi ve Ticaret Anonim Şirketi shall be the "data controller" in terms of the personal data collected. Within this framework, the "identity of the data controller" is as follows:

Türk Henkel Kimya Sanayi ve Ticaret Anonim Şirketi,
Address: Fatih Sultan Mehmet Mahallesi Poligon Caddesi No.8 Buyaka 2 Sitesi C Blok Kat:10-13
Ümraniye, İstanbul, Türkiye,
Registered in the İstanbul Trade Registry Office with the registration number 215174-0,
Mersis Number: 0563001211600016.

Processed Personal Data and Purposes of Processing

Your personal data such as name, surname, and if a record is created by the Company, e-mail, telephone, address, requests and complaints are processed in accordance with the personal data processing principles specified in Article 4 of the Law based on one or more of the personal data processing conditions specified in Article 5 of the Law. In this context, your personal data is being processed;

- To manage requests and complaints from customers and/or representatives of the customer, respond to the requests and complaints of customers, inform the customer about the stage of the relevant complaint management process, resolve disputes and civil lawsuits, make legal claims or file or defend a lawsuit, fulfill the burden of proof in a possible dispute, based on the reason for compliance with the law, data processing is mandatory for the establishment, exercise and protection of a right,
- To provide better quality and faster service specific to the customer by keeping requests and complaints records in the Company's customer service system, ensure customer satisfaction and measure the extent to which the customer is satisfied with the solution of the relevant complaint through surveys, based on the reason for compliance with the law that data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the person concerned,
- To fulfil the legal obligations arising from the fulfillment of the legal obligation based on the reason of compliance with Law No. 6502 on the Protection of Consumers and/or Turkish Commercial Code, Law No. 6102.

To whom and for what purpose the processed personal data can be transferred

In certain cases, the Company may transfer your personal data processed by the Company to third parties in accordance with national legislation, in particular Article 8 of the Law, in order to fulfill the above-mentioned Purposes.

Your personal data collected within this scope may be transferred to legally authorized public institutions, legally authorized private persons, our affiliates or subsidiaries, or our business partners from whom we receive services for customer services in accordance with the rules regarding the transfer of personal data specified in Article 8 of the Law in order to manage the request and complaint processes and ensure customer satisfaction within the scope of the data processing conditions set out in Article 5 of the Law.

Method and Legal Grounds for Collecting Personal Data

Your personal data are collected and processed verbally, in writing or electronically by automatic or partially automatic means based on the purposes and legal reasons detailed in the headings of "Your Personal Data and the Purpose of Processing" and "To Whom and For What Purpose the Processed Personal Data Can Be Transferred" by our Company, by directing your requests and complaints through our official website, official social media accounts and our hotline, in accordance with Article 5 of the Law.

Rights of the Relevant Person Specified in Article 11 of the Law

As a relevant person, you may submit your requests regarding your rights specified in Article 11 of the Law in writing to Fatih Sultan Mehmet Mahallesi Poligon Caddesi No.8 Buyaka 2 Sitesi C Blok Kat 10-13 Ümraniye, İstanbul, Türkiye physically or you can send it to our Company's registered e-mail address turkhenkel@hs01.kep.tr by using a secure electronic signature. You may also use the Application Form for Data Subjects for detailed information and application. Our Company will finalize the request free of charge as soon as possible and within thirty days at the latest, depending on the nature of the request.