

BEYMEN PERAKENDE AND TEKSTİL YATIRIMLARI ANONİM ŞİRKETİ
PRIVACY STATEMENT FOR
CREATING CONTENT AND COMMUNICATION
WITHIN THE SCOPE OF
“CELEBRATING TIMELESS TREASURES IN İSTANBUL MARCH 31-APRIL 2, 2026 EVENT”

1. Data Controller

Your personal data is processed by Beymen Perakende and Tekstil Yatırımları Anonim Şirketi (“**Company**”), as the data controller, registered with Istanbul Trade Register under registration number 45451-0 and having its principle place of business located at Ayazağa Mahallesi, Azerbaycan Caddesi, 3a Blok, No: 3o, İç Kapı No: 3, Sarıyer/İstanbul, in accordance with the provisions of Law No. 6698 on the Protection of Personal Data (the “**KVKK**”) and within the framework of this Privacy Statement for Creating Content and Communication Within the Scope of “Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events” (“**Privacy Statement**”).

Our Company respects your privacy and your rights regarding protection of your personal data and works to establish and maintain a trust-based relationship. In this context, our Company processes your personal data in accordance with the provisions of all legislation on the protection of personal data, especially KVKK, and takes all necessary security measures to ensure the security of your data. This Privacy Statement explains the scope of processing your personal data collected within the framework of creating content (e.g. interviews, videos and photos) on behalf of you for Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events, which will be held in physical and/or electronic environment, with the intention of (i) planning and execution of the Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events and organization of related travels and accommodations, (ii) management of communication activities for Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events, and (iii) promoting the value and / or awareness of our Company's corporate identity / products / services. Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events in order to increase the value and/or awareness of our Company's corporate identity / products / services, and making announcements, news and other posts related to these events (“**Activities Related to Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events**”). You can find detailed information on how our Company processes your personal data in Beymen Perakende and Tekstil Yatırımları Anonim Şirketi’s Personal Data Protection and Processing Policy accessible at <https://www.beymen.com/gizlilik-kurallari-site-kullanim-sartlari-iletisimler-ile-kisisel-verilerinize-iliskin-bilgilendirme-c-345>.

2. Methods of Collecting Your Personal Data

Your personal data is collected by our Company through electronic and/or physical media, printed forms (e.g. event participation form), camera, and other written, audio and visual recording devices, mobile applications, communication platforms, social media platforms, telephone, e-mail and short message service (SMS) and other methods (channels) that may be added to them in the future, via fully or partially automated means or non-automated means provided that they are part of any data recording system.

3. Categories of Personal Data Processed and Purposes and Legitimate Grounds for Processing Your Personal Data

Categories of personal data processed within the context of planning, execution and organization management; audit / internal audit and reporting management; legal affairs and consultancy

management, including the fulfillment of legal obligations and execution of dispute proceedings (e.g. litigation, enforcement, mediation) to which the Company is a party and / or related, and storage and archive management processes for the Activities Related to Celebrating Timeless Treasures in İstanbul March 31-April 2 Events, and purposes and legitimate grounds for processing and transfer of your personal data are explained in detail below.

Personal Data Categories	Purposes of Processing Personal Data and Legitimate Grounds for Processing
Identity Data	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Activities in Compliance with the Legislation • Execution of Company / Product / Service Loyalty Processes • Handling and Execution of Legal Affairs • Execution of Communication Activities • Execution / Supervision of Business Activities • Execution of Customer Relationship Management Processes • Execution of Customer Satisfaction Activities • Organization and Event Management • Execution of Advertising / Campaign / Promotion Processes • Execution of Storage and Archiving Activities • Tracking of Requests / Complaints • Providing Information to Authorized Persons, Institutions and Organizations
Contact Data	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Activities in Compliance with the Legislation • Execution of Company / Product / Service Loyalty Processes • Handling and Execution of Legal Affairs • Execution of Communication Activities • Execution / Supervision of Business Activities • Execution of Customer Relationship Management Processes

	<ul style="list-style-type: none"> • Execution of Customer Satisfaction Activities • Organization and Event Management • Execution of Advertising / Campaign / Promotion Processes • Execution of Storage and Archiving Activities • Tracking of Requests / Complaints • Providing Information to Authorized Persons, Institutions and Organizations
Professional Experience	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Activities in Compliance with the Legislation • Execution of Company / Product / Service Loyalty Processes • Handling and Execution of Legal Affairs • Execution of Communication Activities • Execution / Supervision of Business Activities • Execution of Customer Relationship Management Processes • Execution of Customer Satisfaction Activities • Organization and Event Management • Execution of Advertising / Campaign / Promotion Processes • Execution of Storage and Archiving Activities • Tracking of Requests / Complaints • Providing Information to Authorized Persons, Institutions and Organizations
Audiovisual Data	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Activities in Compliance with the Legislation • Execution of Company / Product / Service Loyalty Processes • Handling and Execution of Legal Affairs • Execution of Communication Activities • Execution / Supervision of Business Activities • Execution of Customer Relationship Management Processes

	<ul style="list-style-type: none"> • Execution of Customer Satisfaction Activities • Organization and Event Management • Execution of Advertising / Campaign / Promotion Processes • Execution of Storage and Archiving Activities • Tracking Requests / Complaints • Providing Information to Authorized Persons, Institutions and Organizations <p>Your personal data in this category is processed in line with the data processing requirement (legitimate ground) of explicit consent, if any, pursuant to the first paragraph of article 5 of the KVKK, within the scope of creating content (e.g. interviews, videos and photographs) for Celebrating Timeless Treasures Event in İstanbul March 31-April 2, 2026 Events with the intention of increasing the value and / or awareness of our Company's corporate identity / products / services and making announcements, news and other posts related to these events, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Company / Product / Service Loyalty Processes • Execution of Communication Activities • Execution / Supervision of Business Activities • Organization and Event Management • Execution of Advertising / Campaign / Promotion Processes • Execution of Storage and Archiving Activities
Customer Transaction Data	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Company / Product / Service Loyalty Processes • Handling and Execution of Legal Affairs • Execution of Communication Activities • Execution / Supervision of Business Activities • Execution of Customer Relationship Management Processes • Execution of Customer Satisfaction Activities • Organization and Event Management • Execution of Storage and Archiving Activities • Execution of Advertising / Campaign / Promotion Processes • Tracking of Requests / Complaints • Providing Information to Authorized Persons, Institutions and Organizations

<p>Request / Complaint / Suggestion Data</p>	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Company / Product / Service Loyalty Processes • Handling and Execution of Legal Affairs • Execution of Communication Activities • Execution / Supervision of Business Activities • Execution of Customer Relationship Management Processes • Execution of Customer Satisfaction Activities • Organization and Event Management • Execution of Storage and Archiving Activities • Tracking of Requests / Complaints • Providing Information to Authorized Persons, Institutions and Organizations
<p>Process Security Data</p>	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p> <ul style="list-style-type: none"> • Execution of Activities in Compliance with the Legislation • Handling and Execution of Legal Affairs • Execution / Supervision of Business Activities • Execution of Storage and Archiving Activities • Providing Information to Authorized Persons, Institutions and Organizations
<p>Legal Process Data</p>	<p>Your personal data in this category is processed in line with the personal data processing requirements (legitimate grounds) under which data processing is mandatory for legitimate interests of the data controller, provided that it is mandatory for the data controller to fulfill its legal obligation pursuant to subparagraph (ç), data processing is mandatory for establishment, exercise or protection of a right pursuant to subparagraph (e), and it does not prejudice the fundamental rights and freedoms of the data subject pursuant to subparagraph (f) in paragraph 2 of Article 5 of the KVKK, and for the following purposes:</p>

	<ul style="list-style-type: none"> • Execution of Activities in Compliance with the Legislation • Handling and Execution of Legal Affairs • Execution / Supervision of Business Activities • Execution of Storage and Archiving Activities • Providing Information to Authorized Persons, Institutions and Organizations
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4. Transfer of Your Personal Data to Third Parties Residing in Turkey and/or Abroad

Within our Company, your personal data can only be accessed by our employees who have limited authorization access only for the purposes detailed above, to the extent necessary to fulfill their duties, and your personal data is not transferred to domestic and/or foreign third parties in the absence of the requirements for transfer set out in Articles 8 and/or 9 of the KVKK. However, your personal data processed within the context of each personal data category mentioned above may be transferred to the following recipient groups in compliance with Articles 8 and/or 9 of the KVKK and also if and to the extent the personal data processing requirements (legitimate grounds) specified above for the relevant data category are present for transfer purposes:

- Your personal data limited to the personal data categories of identity, communication, professional experience, audiovisual, customer process, request / complaint / suggestion, process security and legal process can be transferred to our domestic and / or foreign **suppliers** (e.g. agencies offering accommodation, travel and other services, printing houses from which printing services are procured, information technologies and data hosting service providers), for the purposes specified in the relevant category for each data category above, and especially for purposes of product and / or service procurement by the Company within the scope of planning and execution of the Activities Related to Celebrating Timeless Treasures Event in Istanbul March 31-April 2, 2026 Events;
- Your personal data limited to the personal data categories of identity, professional experience, audiovisual and request / complaint / suggestion can be transferred to domestic and / or foreign **social media and online interview / communication platforms, press / broadcasting organizations, agencies, event / organization companies** and **third parties with access to the relevant content**, for the purposes specified in the relevant category for each data category above, and especially for the purposes of increasing the recognition and value of our Company's corporate identity and planning and execution of Activities Related to Celebrating Timeless Treasures Event in Istanbul March 31-April 2, 2026 Events; and
- Your personal data limited to the data processing categories of identity, communication, professional experience, audiovisual, customer process, request / complaint / suggestion, process security and legal process can be transferred to **the authorized public institutions and organizations** (e.g. courts) resident in the country, for the purposes specified in the relevant category for each data category above, and especially for the purposes of fulfilling the legal obligations of our company and handling legal affairs.

5. Duration of Processing Your Personal Data

Your personal data collected during our company activities is stored and destroyed in accordance with the general principles and regulations specified in our Company's policies and procedures regarding storage and destruction, which are prepared in compliance with the provisions of the KVKK, the Regulation on Deletion, Destruction or Anonymization of Personal Data and other relevant legislation, and especially the Constitution.

In this context, your personal data will be destroyed in the first destruction period if all of the above-mentioned personal data processing requirements are no longer relevant. Your personal data processed on the basis of personal data processing requirement of explicit consent will be destroyed in the first periodic destruction period if you withdraw your explicit consent. In terms of your requests regarding the destruction of your personal data, we kindly request you to review section 6 of this Privacy Statement.

6. Your Rights Protected Under the KVKK

We would like to inform you that, as a data subject, you have the following rights pursuant to Article 11 of the KVKK:

- to learn whether your personal data has been processed,
- to request information if your personal data has been processed,
- to learn the purpose of processing of your personal data and whether they are used in line with the intended purpose,
- to know the third parties to whom your personal data is transferred domestically or abroad,
- to request correction of your personal data in case of incomplete or incorrect processing, and to request that the process carried out within this scope is notified to third parties to whom your personal data has been transferred,
- to request erasure or destruction of your personal data in the event that the grounds requiring processing of your data are no longer relevant despite having been processed in compliance with the provisions of the KVKK and other relevant laws, and in case your personal data is incomplete or incorrectly processed, to request that the process carried out within this scope is notified to third parties to whom your personal data has been transferred,
- to object to any unfavourable results achieved against you upon analysis of your processed data exclusively through automated systems, and
- to claim indemnification in case of damage due to unlawful processing of your personal data.

You can submit the applications for your rights mentioned above to our Company in accordance with the provisions of the Communiqué on the Procedures and Principles of Application to the Data Controller (in writing or electronically via registered electronic mail (KEP) address, secure electronic signature, mobile signature or the e-mail address you have previously notified to our Company and registered in our systems, together with the information / documents confirming your identity* (e.g. Turkish identification number, or passport number for citizens of other countries, residential address / workplace address for notifications, mobile phone / telephone / fax number, e-mail address) to our company through the channels specified in the relevant legislation, in accordance with the procedures and principles stated in the relevant legislation, primarily via the email address kisiselveri@beymen.com. Your applications will be finalized free of charge as soon as possible and within 30 (*thirty*) days at the latest, depending on the nature of your request; however, if the process requires an additional cost, you may be charged a certain fee according to the tariff to be determined by the Personal Data Protection Board.

* We would like to remind you that no special categories of personal data (e.g., information on religion or blood type) should be specified within these documents.