

PRIVACY NOTICE FOR PROCESSING PERSONAL DATA BY CHATBOT

Under Law No. 6698 on the Protection of Personal Data ("**Law**"), your personal data may be processed within the scope described below by Cerebrum Teknoloji Yazilim Sanayi ve Ticaret A.S. ("**Company**" or "**Cerebrum**"), as the data controller.

Purposes and Legal Basis of Processing Personal Data

Your collected personal data may be processed by our Company in accordance with the personal data processing conditions and purposes specified in Article 5 of the Law ("**Purposes**") with the legal bases specified below:

Based on the legal basis that processing is necessary for the performance or execution of a contract to which the data subject is a party or in order to take steps at the request of the data subject prior to entering into a contract:

- Establishment and cancellation of membership,
- Update of membership information,
- Presentation of our company's products and services and establishment or performance of relevant contracts in this context,
- Provision of support services,
- Management, maintenance, improvement and/or analysis of our services within machine learning systems,

Based on the legal basis that processing is necessary for compliance with a legal obligation to which the data controller is subject:

- Fulfillment of official requests,
- Provision of information to authorized institutions due to legislation,
- Ensuring compliance with retention obligations specified in legislation,
- Response to relevant person applications in accordance with the legislation and implementation of necessary actions.

Based on the legal basis that processing is necessary for the legitimate interests pursued by the data controller, provided that the fundamental rights and freedoms of the data subject are not overridden:

- Performance of necessary studies and execution of relevant processes by our business units to benefit relevant persons from the products and services offered by our Company, including sales and marketing activities related to our products and services,
- Performance of necessary studies by our business units for the realization of service activities conducted by our Company and execution of related business processes,

- Management, maintenance, improvement and/or analysis of our services within machine learning systems,
- Determination and implementation of our Company's commercial and business strategies,
- Pursuit and execution of legal affairs,
- Planning and execution of processes aimed at ensuring the security of our information systems, architecture, and networks,
- Execution of audit and ethical activities,
- Planning and execution of user satisfaction and corporate communication activities.

Based on the legal basis that processing is necessary for the establishment, exercise or protection of a right:

- Receipt, evaluation and resolution of your requests and complaints,
- Storage of personal data throughout the general statute of limitations period for the purpose of serving as evidence in possible future disputes.

To Whom and for What Purpose Processed Personal Data May be Transferred

Your collected personal data may be transferred to our consultants and other technical, legal, and financial service providers, including technical infrastructure support, within the scope of our legitimate interest to provide services, as well as to authorized public institutions and private individuals as required by law and to fulfill our legal obligations, as explicitly provided in the laws.

Method of Personal Data Collection

Your personal data is collected via electronic channels such as our Chatbot application, email, phone, as well as offline and online forms for the purpose of fulfilling the purposes mentioned above.

Rights of the Data Subject as Listed in Article 11 of the Law

We hereby inform you that you have the following rights regarding your personal data under Article 11 of the Law:

- To learn whether your personal data is processed or not,
- To request information about whether your personal data has been processed,
- To learn the purpose of the processing of your personal data and whether they are used in accordance with that purpose,
- To know the third parties to whom your personal data has been transferred, domestically or abroad,

- To request the correction of any incomplete or inaccurate personal data and the notification of such correction to third parties to whom the personal data has been transferred, if any,
- To request the erasure or destruction of your personal data, processed in accordance with the Law and other relevant laws, in case the reasons requiring processing cease to exist, and the notification of such erasure or destruction to third parties to whom the personal data has been transferred, if any,
- To object to the occurrence of a result against the data subject's interests that arises solely from the analysis of the processed data through automated systems,
- To demand compensation for any damages suffered as a result of the unlawful processing of your personal data.

You can submit your requests related to the above-mentioned rights to our company through the email address info@cerebrumtechnologies.com . Depending on the nature of your request, your applications will be concluded free of charge as soon as possible and within a maximum of thirty days; however, if the process requires an additional cost, you will be charged in accordance with the tariff to be determined by the Personal Data Protection Board.