

## **GENERAL INFORMATION**

Thank you for participating in our research project. As Turkcell Global Bilgi we guarantee the following to protect your rights

- ☐ We promise to protect your privacy and that your information will be handled confidentially.
- ☐ The information you provide will be used for research purposes.
- ☐ The information you provide will not be shared with third parties without your knowledge.
- ☐ We are not a Telemarketer or Direct Marketer. We are Market surveyors and only interested in your opinions and behavior.

Please read the “Market Survey” section on page 2 for further information on market survey and you may find a comprehensive description of our Confidentiality policy on page 3.

**MARKET SURVEY**

Market surveys offer important functions in the society. Enterprises make better decisions based on questionnaires and surveys. Your opinions as a person participating in a questionnaire will help companies improve existing products and services and develop new ones.

We may contact you from time to time to verify the answers. Please be sure that we will never misrepresent ourselves or our job. We have established strict standards in our detailed privacy policy.

ESOMAR is a global organization that offers better surveys for marketing, consumers and societies throughout the world. Our company conducts its surveys in compliance with the ESOMAR codes and ISO 20252 Quality Management standard requirements.

## **PRIVACY POLICY**

As Turkcell Global Bilgi we consider the following issues in our privacy policy;

### **1. Collected Information**

When our company conducts a survey, our survey invitation and questionnaire clearly introduce us and explain the reason we contacted you.

We usually contact you for 1. Making a questionnaire interview or 2. Verify the answers you gave in the questionnaire.

When you participate in our survey, we can ask your personal opinions in addition to your demographic information such as household composition. You may refuse to answer specific questions in the questionnaire, refuse to continue with the questionnaire at any time during the interview or request that the questionnaire you completed is not used/is erased.

### **2. Confidentiality of the Questionnaire Answers and Contact Details**

We will merge your answers with the answers of other participants and report them to our customers. We will not intentionally report your personal answers other than the following reasons. The answers you give in the questionnaire may be collected, stored or processed inside or outside the company by service providers related or not related to us. They are required to disclose to us any information that they collect or retain. We collect this information and explain that it is confidential information and protect them with a security standard equivalent to our own.

We will not disclose your information to third parties in any case other than the following exceptions. 1. If you request or consent, your identification information and individual answers can be shared for private purposes. 2. In accordance with ESOMAR Rules, they can be provided to third parties only to be used for research and statistics purposes, provided that your answers are retained in connection with the agreement and it is explained that your information is confidential. 3. Information may be disclosed in accordance with subpoenas, orders or similar legislation pursuant to judicial or government authorities. This is not encountered frequently but is possible.

### **3. Use of Identification Information, Log Files and Other Technologies on our Website**

Identification information are small text files recorded on your computer that store certain information about your online browser and specify the numerical user ID. If you wish, you may adjust the settings of your browser to delete the identification information when you exit the website or close your browser.

### **4. Personal Information Security**

We inform our employees about confidentiality, security and privacy policies and transactions and the importance of complying therewith. We take security measures for situations that will prevent compliance with the standards of our company and the laws in the legislation.

### **5. Personal Information Accuracy**

All necessary efforts should be made to keep personal information in control position based on information that is accurate, full, up-to-date, relevant and currently available to us. We rely on your assistance to keep the personal information you provided by honestly replying our questions, accurate, full and up-to-date.

### **6. Notification of Changes in the Articles of this Policy**

If we make any change in any article of this policy or the privacy practices, you may track the status of the article change coming into effect from the document addition dates.

### **7. Contact Us**

Please send any questions about this policy, requests regarding the questionnaires you participated or access request concerning complaints on the practices, to our company officials through the Market surveys participant feedback form at <http://www.global-bilgi.com.tr/bize-ulasin>. We will investigate all these requests and return to you as soon as possible.