

## **GENERAL INFORMATION**

Thank you for participating in our research project. Turkcell Global Bilgi makes the following commitments to protect your rights:

- ☐ We promise to protect your privacy and treat your information confidentially.
- ☐ The information you provide will be used for research purposes.
- ☐ Your information will not be shared with third parties without your knowledge.
- ☐ We are not Telemarketers or Direct Marketers. We are market researchers and are only interested in your opinions and behaviour.

For more information about market research, please read the "Market Research" section on page 2 and you can find a comprehensive explanation of our privacy policy on page 3.

**MARKET RESEARCH**

Market research serves important functions in society. Businesses make better decisions thanks to surveys and research. Opinions of survey participants will help companies improve existing products and customer services and develop new ones.

We may contact you again from time to time to verify your responses. You can be sure that we will never misrepresent ourselves or our work. We have established strict standards within our detailed privacy policies.

ESOMAR is a global organisation that promotes better research for marketing, consumers, and society worldwide. Our company conducts its research in accordance with ESOMAR codes and ISO 20252 Quality Management standards.

## **PRIVACY POLICY**

As Turkcell Global Bilgi, we take the following points into consideration in our privacy policy:

### **1. Information We Collect**

Our invitations and questionnaires clearly identify our company and explain the purpose of our outreach when we conduct research.

We usually contact you for either: 1. Conducting a survey interview 2. Making you verify the answers you provided.

We may ask for demographic details such as your age and household composition as well as your personal views when you take part in our survey. You are free to skip any question, discontinue the survey at any time during the interview, or request that your completed responses not be used or be deleted.

### **2. Confidentiality of Survey Responses and Contact Information**

We will aggregate your responses with those of other participants and share the results with our customers. We will not disclose your individual responses unless required for specific reasons outlined below. Your survey responses may be collected, stored, or processed by service providers, whether affiliated with us or independent, operating within or outside our organisation. These providers are obligated to share any information they collect or hold with us. We collect this information, declare it to be confidential, and protect it with security standards equivalent to our values.

We will not disclose your information to third parties except in the following circumstances.

1. Your identity information and individual responses may be shared for specific purposes with your consent and approval. 2. Pursuant to ESOMAR rules, your responses will be retained in accordance with the agreement and your information will be disclosed to third parties on the condition that it is confidential, but this information will only be used for research or statistical purposes. 3. Information may be disclosed in accordance with summonses, orders or similar legal provisions issued by judicial authorities and the government. This situation is rare but possible.

**3. Use of Cookies, Log Files and Other Technologies on Our Website** Cookies are small text files stored on your computer that store certain information about your online browser and identify your numerical user ID. If you wish, you can set your browser to delete cookies when you leave the website or close your browser.

#### **4. Security of Personal Data**

We inform our employees about confidentiality, security and privacy policies and procedures, and the importance of complying with them. We take security measures against situations that may prevent our company from complying with its standards and the laws in the legislation.

#### **5. Accuracy of Personal Data**

We make every effort to ensure that personal information remains accurate, complete, up-to-date, and relevant based on the most current data available to us. We rely on your cooperation to maintain this accuracy by answering our questions truthfully and keeping your information current.

#### **6. Notification of Changes to the Provisions of these Policies**

If we make any changes to these policies or privacy practices, you can track their implementation through the document's revision dates in case we implement the amendment.

#### **7. Contact Us**

You may submit any queries regarding these policies, requests concerning the survey you participated in, or complaints about the applications directly to our company representatives via the Market Research Participant Feedback Form available at <https://globalbilgi.com.tr/en/contact> We will review all these requests and contact you as soon as possible.