

HERA ENTERTAINMENT AND ARCHITECTURAL LIGHTING SYSTEMS INC. DATA PROTECTION CUSTOMER INFORMATION AND NOTIFICATION DOCUMENT

This Information Document has been prepared by HERA EĞLENCE VE MİMARİ AYDINLATMA SİSTEMLERİ İÇ VE DIŞ TİC. A.Ş. / Mersis: 0461 0616 2110 0001 ("COMPANY" or "HERA LED") as the data controller, in accordance with the 10th Article of the Personal Data Protection Law No. 6698 ("KVKK") and the Principles and Procedures for Fulfilling the Obligation to Inform in accordance with the Law ("Notification") for the data subjects. We declare that the personal data conveyed to "HERA LED" is not used for purposes other than its acquisition purpose, and personal data is not processed, shared with third parties, and necessary administrative and technical measures have been taken to ensure the appropriate security level.

1. What Personal Data is Processed and What are the Purposes of Processing Your Personal Data?

Within the scope of our activities, we process your personal data, including but not limited to:

- Identity information (Individual/Corporate Representative / Individual Name, Surname, T.C. Identification number)
- Contact information (Phone Number, E-Mail Address, Correspondence Address Information, Location for Product Shipment / Invoice Address Information),
- Financial information (Tax Identification Number, Bank Account / IBAN / Bank-Credit Card Number, Invoice Information),
- Physical Space Security Information (Images recorded with cameras),
- Visual and Audio Records (Photos and videos taken in office, workplace / areas considered as workplace for promotional activities of the COMPANY),
- Legal Transaction Information (Information containing personal data in correspondences with judicial authorities and in possible legal processes to be submitted to courts and response petitions),
- Transaction Information (IP Address, Internet Site Entry-Exit Information, Password Information),
- Location Information (Location information for customers with user accounts),
- Customer Transaction Information (Request Information, Complaint Information) categories.

We collect and process these data for purposes such as the conduct of emergency management processes, the conduct and control of business activities, providing information to authorized persons, institutions, and organizations, ensuring physical space security, conducting financial and accounting affairs, conducting activities in accordance with legislation, conducting contract processes, conducting communication activities, monitoring and conducting legal affairs, conducting sales processes of goods/services, conducting post-sale support services, conducting production and operation processes of goods/services, conducting customer relationship management processes, conducting activities for customer satisfaction, tracking requests and complaints, organizing and managing events, tracking insurance transactions, conducting risk management processes,

conducting advertising/campaign/promotion processes, conducting product/service marketing processes, conducting loyalty processes for COMPANY/products/services, managing applications and applications, conducting marketing analysis studies, receiving and evaluating suggestions for improving business processes, conducting information security processes, ensuring the security of data controller operations, conducting storage and archive activities (recording, storage, transmission, destruction).

2. To Whom and for What Purpose Your Personal Data Can Be Transferred

We may transfer your personal data, which is categorized above and the processing purposes are specified, to Authorized public institutions and organizations (Courts, Public Prosecutors' Offices and Law Enforcement agencies in case of a written request and in case of a possible judicial process), Business Partners / Banks / Financial Advisors (Providing information to the bank for reasons such as credit card collection, refund), Business Partner / Financial Advisor (Approval of financial and accounting statements by the Sworn Financial Advisor), Business Partner / Insurance Brokerage Company (Monitoring of Insurance Transactions), Supplier / E-mail Service Provider (Purchase of goods and services, establishment of contractual relations, transmission of correspondence information such as information), Supplier / Information Systems Supplier Company (Providing Information Technology Support Services), Shareholders (Conducting/auditing business activities), Lawyers, Auditors, Tax Consultants, Consultants/Audit and other third parties from whom services are received, Storage, archiving, information technology support service providers ERP, T&A, server, hosting, software, cloud, information technology companies located domestically and abroad (Conducting business activities, fulfilling our legal obligations) for the purposes.

3. Method of Collection and Legal Basis of Your Personal Data

Your personal data may be collected by "COMPANY" through methods such as filling out contract forms by you, automatically or non-automatically, in writing, verbally, or electronically, in order to provide better and quality service to you as our customers, to start and maintain the commercial relationship, to provide commercial and administrative activities within the framework of laws regulating business and social life, and within the framework of legal bases specified in Articles 5 and 6 of the Law, such as the establishment or performance of the contract, the legitimate interests of the COMPANY, and the fulfillment of legal obligations.

4. Your Rights as a Personal Data Subject According to Article 11 of the Law

As a data subject in accordance with Article 11 of the Law, you have the rights to learn whether your personal data is processed, to request information if your personal data has been processed, to learn the purpose of processing your personal data and whether they are used for their purpose, to know the third parties to whom your personal data is transferred domestically, to request the correction of your personal data if it is incomplete or incorrect, and to request the deletion or destruction of your personal data in case the reasons requiring its processing disappear, and to object to the emergence of a result against you by exclusively analyzing the processed data through automated systems, to request the compensation of the damage in case you suffer damage due to the processing of your personal data unlawfully.

You can reach the Relevant Person Application Form on our website (www.heraled.com) and submit your requests regarding the rights mentioned above by filling out the form or with another written document with the same content to "HERA LED." Your requests will be concluded free of charge as soon as possible and no later than thirty days, but if the process requires an additional cost, you may be charged a fee according to the tariff determined by the Personal Data Protection Board. For comprehensive information on the protection and processing of your personal data, you can review the Personal Data Processing and Protection Policy on the company's website. You can send all written requests to our postal address (Güllübağlar Mah. Firketeci Sk. No: 2 P.K:34906 Pendik/İSTANBUL) or email address (info@heraled.com).

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HERA ENTERTAINMENT AND ARCHITECTURAL LIGHTING SYSTEMS INC. DATA PROTECTION CUSTOMER COMMUNICATION CONSENT DOCUMENT

This Customer Communication Consent Document is presented to you in accordance with the relevant provisions of the Personal Data Protection Law No. 6698 ("KVKK") and the Personal Data Protection and Processing Regulation by HERA EĞLENCE VE MİMARİ AYDINLATMA SİSTEMLERİ İÇ VE DIŞ TİC. A.Ş. / Mersis: 0461 0616 2110 0001 ("COMPANY" or "HERA LED").

1. I acknowledge and declare that I have been informed that my personal data such as Identity Information (Name, Surname), Contact Information (Phone, Email account, and social media account - Instagram, Facebook, etc.), and Other (Information and documents submitted by the person with their consent) may be processed for the purposes of receiving and evaluating suggestions for improving business processes and communicating with the requestor/customer. I also declare that I give my explicit consent for the processing of such personal data.
2. I acknowledge and declare that my personal data mentioned above may be transferred to Authorized public institutions and organizations, Lawyers, Consultants, Audit Firms for the purpose of fulfilling legal obligations, proving the obligation to be fulfilled in possible judicial processes, conducting COMPANY's business activities, and fulfilling legal obligations, and I give my explicit consent for such transfer.
3. However, I have been informed about my legal rights under Article 11 of the KVKK.
4. I acknowledge that I have the right to use the above-mentioned rights by filling out the form on the website (www.heraled.com) and submitting a signed copy of the form or a handwritten and signed petition to the "HERA LED" Human Resources Unit at the address

"Güllübağlar Mah. Firketeci Sk. No: 2 P.K:34906 Pendik/ISTANBUL/ TÜRKİYE" with identity documents or by notary or other methods specified in the KVKK to the email address (info@heraled.com). I also acknowledge and declare that I will inform "COMPANY" of any changes in the information provided, and the personal data shared with the COMPANY is accurate and up-to-date.

I have read and understood the entire Personal Data Collection Procedure and the Customer Information Document accessible on the website, and I accept with my explicit consent that the personal data will be processed, shared, stored within the required period, and I have been informed in accordance with the purposes, methods, and principles specified in the relevant laws, except for the exceptions stated in Article 6/1 of the KVKK. Furthermore, I am informed that I have the right to withdraw the explicit consent given at any time.

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