



**Privacy Notice for  
Protection of Personal Data  
(Regarding the Investor Relations Processes)**

In accordance with the provisions of Personal Data Protection Law No. 6698 ( "KVKK") it is aimed to inform you through this text within the scope of our obligation to enlighten regarding the processing of your personal data as the data controller, namely Mavi Giyim San. ve Tic. A.Ş. ("Mavi"/"Company").

This Privacy Notice is intended to enlighten you on our personal data processing procedures in the following situations:

- o If you are an individual holding capital market instruments issued by Mavi,
- o If you have invested in capital market instruments issued by Mavi, or have not invested but you are the manager or representative of an individual or legal entity investor and considering to invest in such instruments, or if you are an investment analyst or fund manager monitoring Mavi,
- o If you, as a proxy, participate and/or vote in general assembly meetings and other similar meetings by representing individuals holding capital market instruments issued by Mavi.

**Our Purposes to Process Your Personal Data and Legal Reason**

If you are an individual holding capital market instruments issued by Mavi:

We process your personal data; such as Identity (name, surname, identification number, nationality), Contact (address), Finance (nominal value and percentage of the capital market instruments owned), voting information used in the meetings, comments, statements and questions asked in the meetings, in case of physically attending in these meetings, additionally Identity (signature and ID card information) and Audio and Visual Recordings (photograph) in order to track and record individuals holding capital market instruments issued by Mavi. This processing is done to identify attendees the general assembly meeting, to conduct such meetings and events, to count the votes used in these meetings, and to prepare the minutes of such meetings and attendee lists; to enable Mavi to fulfill its obligations under capital market legislation as well as registrations and other legal obligations based on the legal reason that "it is required for the data controller to fulfill its legal obligation",

We process your personal data such as Identity (name, surname, ID number, nationality, signature), contact (address) and Finance (nominal value and percentage of the capital market instruments owned), based on the legal reason that "expressly stipulated under laws", to inform public authorities and institutions within the scope of the Turquality Programme processes.

If you have invested in capital market instruments issued by Mavi, or have not invested but you are the manager or representative of a real person or legal entity investor and considering to invest in such instruments, or if you are an investment analyst or fund manager following Mavi:

We process your personal data such as Identity (name, surname), Contact (phone number, email address, city and country) questions asked in meetings and comments in order to plan and to execute corporate governance and sustainability activities, to keep records of persons who have invested in or are considering to invest in capital market instruments issued by Mavi, to invite such persons to attend briefings, meetings and similar events organized by Mavi. In addition to such information, if you are an investment analyst following Mavi and you actively participate in the webcasts, we may also process Identity ( name, surname) Contact (email address and phone number), and Professional Experience (brokerage firm) and Audio and Visual Recordings (audio recording) to duly publish them in written form on our investor relations page, as well as transcriptions of your voice recordings to publish them on our website if you participate in the webinars,



based on the legal reason that “data processing is required for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject are not harmed”.

If you, as proxy, participate and/or vote in general assembly meetings and other similar meetings representing persons holding capital market instruments issued by Mavi:

We process your personal data such as your Identity (name, surname, signature, identification number, tax registration number and ID card information), votes cast, comments and statements made and the questions asked in the meetings, based on the legal reason that “it is required for the data controller to fulfill its legal obligation”, to determine whether or not you are authorized to participate in such meetings and events by checking your proxy powers, to conduct such meetings, to count the votes cast in these meetings, and to prepare minutes of such meeting and attendee lists, to file registrations and fulfill legal obligations if you, as proxy, representing persons holding capital market instruments issued by Mavi, participate and/or vote in general assembly meetings, in meetings of debt instrument holders and other similar meetings and events.

#### **Communication Processes**

If you engage with us through channels including the Investor Relations Department, call center, email, [www.mavicompany.com](http://www.mavicompany.com), and social media, we may process your personal data such as Identity (name, surname), Contact (phone number, email address) Professional Experience (title, employer) and other information you provide in order to respond to the questions you direct at us; to resolve your requests and complaints, and to contact you when needed for such requests and complaints; to address you properly when you contact our call center; to ensure service/transaction security; to manage, to monitor and report on all investor relations processes better; and to improve quality standards, based on the legal reason that “data processing is required for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject are not harmed”.

#### **Legal Procedures and Internal Processes**

To fulfill our obligations pursuant to applicable legislation; to fulfill our legal obligations towards public and judicial authorities and institutions; to exercise our rights to file lawsuits, to reply and object to disputes before public and judicial authorities and institutions such as courts and execution offices; to conduct dispute negotiation and resolution processes; to deliver the information you have requested or demanded as part of your legal rights; we may process Identity (name, surname, tax number, signature, identification number, ID card information, nationality), Finance (nominal value and percentage of the capital market instruments owned), Contact (mobile phone number, email address, postal address) Professional Experience (title, employer, brokerage firm) Audio and Visual Recordings (audio recording, photograph, call center voice recordings) Judicial Action (requests and complaints,, correspondence and file record related to disputes), the voting information you have used in the meetings, the comments and statements you have made and the questions you have asked in the meetings, based on the legal reason that “data processing is required for the establishment, exercise or protection of a right” and “it is required for the data controller to fulfill its legal obligation”.

#### **Our Method of Collecting Your Personal Data**

We collect your personal data by automated or non-automated means in cases of interaction, participation in a meeting or event, or through other documents you submit, and via the systems of capital market institutions



### **Transfer of Your Personal Data**

At Mavi, we transfer your personal data to third parties solely for the purposes stated in this Privacy Notice and in accordance with Articles 8 and 9 of the Data Protection Law. Accordingly:

We may transfer your personal data to Mavi's business partners and service providers (such as database and server service providers, infrastructure maintenance and support service providers, legal and financial consultancy service providers) in Turkey and abroad in order to procure consultancy and similar services that require technical infrastructure or expertise.

- We may transfer the requested information to authorized and competent private or public institutions/ organizations, judicial authorities, and official institutions/organizations within the scope of the specified laws and secondary legislation to. This is done in order to fulfill our legal obligations such as providing of information, documents and to fulfill other relevant obligations towards such institutions and to exercise our legal rights to respond and file lawsuits.

### **Your Rights Under the Data Protection Law**

You may submit your requests regarding your personal data processed by Mavi within the scope of Article 11 of the KVKK in writing in accordance with the Communiqué on the Procedures and Principles of Application to the Data Controller, or at any time to the following addresses using your registered electronic mail (KEP) address, secure electronic signature, mobile signature or the e-mail address you have previously notified to Mavi and registered in our system.

**Data Controller:** Mavi Giyim San. ve Tic. A.Ş.

**E-mail:** kisiselveriler@mavi.com

**KEP Address:** mavigiyim.hukuk@hs03.kep.tr

**Address:** Sultan Selim Mah. Eski Büyükdere Cad. No: 53/2 34418 Kağıthane/İSTANBUL