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Alanar Meyve ve Gıda Üretim Pazarlama Sanayi ve Ticaret A.Ş.

Privacy Notice on the Processing of Personal Data via the E-mail System

Alanar Meyve ve Gıda Üretim Pazarlama Sanayi ve Ticaret A.Ş. (hereinafter “Alanar”) acts as the Data Controller in relation to the personal data contained in this e-mail or obtained through e-mails sent by you.

Data Controller Contact Information

- Address: Yamanevler Mah. Ahmet Tevfik İleri Cad. No: 22-26, İç Kapı No: 46, Ümraniye / İstanbul
- Website: <https://www.alanar.com.tr/>
- Telephone: 0212 357 02 02
- Registered Electronic Mail (KEP): alanar@hs02.kep.tr
- Corporate e-mail: alanar-info@alanar.com.tr
- Trade Registry No: 189666-5

Your personal data is processed under the responsibility of Alanar and may be used and transferred solely for the purpose of contacting you within the framework of Alanar’s commercial relationship with you or for other communication purposes strictly limited to the commercial activities of Alanar. Any use beyond these purposes is unlawful.

The personal data contained in the e-mails you send in response to this e-mail are collected through the Outlook system and processed on the basis of the following legal grounds under Article 5 of the Law on the Protection of Personal Data No. 6698 (“Law”):

- Article 5/2-e: “Where processing of data is necessary for the establishment, exercise, or protection of a right”
- Article 5/2-f: “Where processing of data is necessary for the legitimate interests of the Data Controller, provided that it does not prejudice the fundamental rights and freedoms of the data subject.”

It is deemed that the personal data you provide to Alanar have been lawfully obtained and that you have taken the necessary technical and organizational measures in relation to such data.

The personal data obtained in this manner may be transferred to Alanar’s affiliates, subsidiaries, business partners, suppliers, and customers, in line with the purpose of the relationship between the parties and in accordance with Article 8 of the Law.

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Transfer Abroad

Our e-mail service infrastructure is provided by Microsoft Corporation, which may involve the transfer of your personal data abroad. Tekfen Holding A.Ş., the e-mail service provider of Alanar, has executed Standard Contractual Clauses (SCCs) with Microsoft Corporation within the scope of Appropriate Safeguards. These SCCs provide the necessary legal assurance for the transfer of personal data abroad in compliance with Article 9 of the Law.

The SCCs, as announced by the Turkish Personal Data Protection Board, include provisions on categories of personal data, purposes of data transfers, recipients and categories of recipients, technical and organizational measures to be taken by the data importer, and additional measures for special categories of personal data.

With respect to the personal data transmitted to Alanar via e-mail, you may exercise your rights under Article 11 of the Law by following the procedure set out in the “Information Notice on Applications to the Data Controller” available at <https://www.alanar.com.tr/>