

HEP TEMİZ OTO SERVICES AND FOREIGN TRADE LIMITED COMPANY PRIVACY POLICY

Last Update: 01.09.2024

HEP TEMİZ OTO SERVICES AND FOREIGN TRADE LIMITED COMPANY (hereinafter referred to as "Company") highly values your privacy. This Privacy Policy explains how we collect, use, share, and protect your personal data in accordance with the Personal Data Protection Law No. 6698 ("KVKK"), the General Data Protection Regulation ("GDPR"), and other relevant legislation. This policy applies to the www.heptemiz.com website and the HepTemiz mobile application.

By using our website or mobile application, you are deemed to accept this Privacy Policy.

1. Data Collected

The data we collect from our users includes:

- Identity Information: National ID Number, Full Name
- Contact Information: Phone Number, Email Address, Address
- Vehicle Information: Vehicle details for service requests
- Usage Data: Booking history, location information, service preferences, application usage data
- Device and Browser Data: IP address, device ID, browser type, login and logout times
- Cookie Data: Information collected via cookies to control session information and ensure account security.

2. Cookies and Analytical Technologies

Our website and mobile application use cookies to improve user experience and conduct analysis. Cookies are small data files saved on your browser or device and are used for the following purposes:

- Mandatory Cookies: Necessary for the operation of the website and to optimize the user experience.
- Performance and Analytics Cookies: Used to analyze visitor behavior and measure website and application performance.

You can disable or delete cookies through your browser. However, some services may not function properly without cookies.

3. Purpose of Data Collection

Your personal data is processed for the following purposes:

- Service Provision: To process reservations for car washing services, plan services, and manage user accounts.
- Payment Transactions: To perform secure payment transactions through the Iyzico infrastructure with the card information provided by the user.
- User Authentication: To ensure identity verification and account security.
- User Experience and Development: To improve the website and mobile application experience and analyze user behavior.
- Marketing: To notify about promotions and conduct marketing activities based on user interests.
- Legal Obligations: To process data in compliance with Turkish laws and relevant regulatory obligations.

4. Data Sharing

Your personal data may be shared only under the following circumstances:

- Service Providers: We may share your data with third-party service providers to facilitate service reservations, payment transactions, and customer support.
- Legal Requirements: We may share your data with government authorities or regulatory bodies in accordance with legal requests.

5. Data Security

We take necessary technical and administrative measures to protect your personal data. Encryption and security software are used to prevent unauthorized access, loss, destruction, or misuse of your data. Secure data transmission is ensured during payment transactions using encryption (SSL) technology.

6. Data Retention Period

Your personal data will be retained as long as necessary to provide our services. Upon account closure or a request to delete your data, your data will only be retained for a specific period to fulfill legal obligations.

7. Data Subject Rights

Under KVKK and GDPR, you have the following rights:

- Request Information: To learn whether your personal data is being processed and the purpose of its processing.
- Data Correction: To request the correction of incomplete or inaccurate data.

- Data Deletion: To request the deletion or destruction of your personal data (under specific conditions).
- Object to Data Processing: To object to the processing of your data.
- Data Portability: To request the transfer of your data to another data controller.
- Withdraw Consent: To withdraw your consent for the processing of your personal data at any time.

To exercise these rights, you can contact us via the contact details below.

8. Changes to the Privacy Policy

We reserve the right to make changes to this Privacy Policy from time to time. Policy updates will be published on the www.heptemiz.com website and the HepTemiz mobile application, and users will be notified when necessary. Continuing to use our services implies your acceptance of the updated policy.

9. Contact Information

For questions about this Privacy Policy or your personal data, you can contact us through the following:

HEP TEMİZ ÖTÖ SERVICES AND FOREIGN TRADE LIMITED COMPANY

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