

# Privacy Policy

## 1) Purpose and Scope

This Privacy Policy summarizes how your personal data are collected, used, stored, and protected on the Entemizi.Com platform (the website and iOS/Android applications together, the “Platform”). For more detailed information, please refer to our Information Notice (KVKK Aydınlatma Metni).

## 2) Data Controller and Contact

NEWTURK TURİZM TİCARET LTD. ŞTİ. (“Entemizi.Com”)

Address: Cevizli Mah. Tugay Yolu Cad. No:20 Ofisim İstanbul Plazaları A Blok Kat:9/41 Maltepe / İstanbul / Türkiye

Phone: +90 216 330 38 48 | Web: [www.entemizi.com](http://www.entemizi.com)

E-mail: [info@entemizi.com](mailto:info@entemizi.com) | KEP: newturk@hs01.kep.tr

MERSİS: 0631129991200001 | Data Center: Istanbul / Türkiye

## 3) Personal Data We Collect

When you use the Platform, the following categories of data may be processed:

Identity & contact: name-surname, e-mail, phone, address.

Account & usage: membership info, preferences/settings, session and device/log records.

Request/offer & order: request details, offers, appointment date-time, messages, reviews.

Payment & invoicing: amount, transaction time, invoice details; card/payment data at a masked level.

Professional-specific: service categories, experience, availability, portfolio.

As a rule, special categories of personal data are not processed; if required, they are processed only with explicit consent and in accordance with the law.

#### 4) For What Purposes Do We Use Your Data?

Membership and account management; request-offer matching; appointment/order processes

Payment, invoicing, and customer support

Security, misuse and fraud prevention

Experience improvement; performance/analytics activities

Marketing, promotions, and satisfaction communications to the extent you permit

Legal bases and examples are detailed in the Information Notice.

#### 5) Cookies and Similar Technologies

The Platform uses cookies, SDKs, and similar technologies. Explicit consent is obtained for non-essential categories, and you can manage your preferences at any time. For details, see our Cookie Policy.

#### 6) Data Sharing (Recipient Groups)

Where necessary for the service and in a proportionate manner, data may be shared with:

Parties to the service (the cleaning professional/company you select, or the service-receiving user),

Service providers (general supplier groups such as hosting, backup, security, notifications, support, payment/accounting, analytics),

Authorised persons/institutions/organisations (within the scope of legal obligations).

Where transfers abroad are required, brief information and the applicable legal mechanisms are provided in the Information Notice.

## 7) Retention and Deletion

Data are retained for periods prescribed by applicable legislation and then deleted, destroyed, or anonymised once those periods expire (e.g., finance/ledger records: 10 years). Example periods are set out in the Information Notice.

## 8) Security

Personal data are protected with appropriate technical and organisational measures, including access authorisation, encryption, logging/monitoring, backups, and data-security clauses in supplier agreements.

## 9) Your Rights and Requests

You may exercise your rights under KVKK Article 11 by contacting us. Requests are answered within 30 days at the latest.

Contact: [info@entemizi.com](mailto:info@entemizi.com) | [newturk@hs01.kep.tr](mailto:newturk@hs01.kep.tr) (KEP) | Postal address above

## 10) Minors

The Platform is not intended for persons under 18. We do not knowingly collect data from users under 18; if identified, such data are deleted.

## 11) Third-Party Links

Third-party sites/applications accessed from the Platform are responsible for their own privacy practices.

## 12) Changes

This policy may be updated when necessary; the version in force is always the one published on the Platform.

Effective date: 11.10.2023