PRIVACY NOTICE FOR PERSONAL DATA PROCESSING OF CUSTOMERS

The purpose of this Privacy Notice is to inform you regarding the processing of your personal data within the scope of Distributors Management System (“DMS”) by Isuzu in case you contact our Company's distributors residing in Europe and enter into a possible contractual relationship with them, regardless of whether you have a contractual relationship within the scope of Isuzu products and services. It also describes your data protection rights, including the right to object to some of the processing which Isuzu carries out.

A. DATA CONTROLLER

As Anadolu Isuzu Otomotiv Sanayi ve Ticaret A.Ş. (hereinafter referred to as "**Isuzu**", "**Company**" or "**we**"), we act as the data controller for the processing of your personal data as detailed below in accordance with the EU General Data Protection Regulation 2016/679 ("**GDPR**").

Contact details of our Company:

ANADOLU ISUZU OTOMOTİV SANAYİ VE TİCARET A.Ş.
Fatih Sultan Mehmet Mahallesi Balkan Caddesi
No:58 Buyaka E Blok Tepeüstü 34771
Ümraniye / İstanbul
Phone Number: +90 850 200 19 00
E-mail Address: kisiselveri@isuzu.com.tr

B. REPRESENTATIVE OF DATA CONTROLLER

Pursuant to Article 27 of the GDPR, the data controller representative is Derman Kanal.

Contact details of the data controller representative:
Derman Kanal
Mioweg 3, 53773 Hennef
+49 1735402756
dk@avukat.de

C. HOW DO WE COLLECT YOUR PERSONAL DATA?

Your personal data obtained through your interactions with our distributors in electronic or physical environment (physical visits, event organizations such as fairs etc.) are collected through the recording system jointly accessible by our Company and our distributors, phone calls, e-mails, SMS/Whatsapp messages, social media, forms on the website, mobile applications (e.g., Sales App) or published tender specifications.

D. WHICH OF YOUR PERSONAL DATA DO WE PROCESS?

We may process your personal data listed below:

- Identity information: Name, surname
- Contact information: Address, phone number, email address.
- Customer transaction information: Sector information of the company you work for, number/make/model of vehicles owned, Isuzu vehicles your company owns, order request information, past records of the customer, evaluations on test drives.

- Vehicle information: The chassis number of the Isuzu vehicles used by your company, model information, vehicle configuration information, production and sales information regarding the vehicle, vehicle service history, vehicle warranty information, mileage and fuel information, license plate number.
- Request complaint information: The answers you have given within the scope of the survey processes, requests and complaints.
- Professional experience information: Position/role in the company

E. HOW DO WE USE YOUR PERSONAL DATA?

Your personal may be processed by us in accordance with the legal requirements given below.

Purposes for Processing Personal Data	**Processed personal data**	**The legal grounds for the processing (and, if applicable, the legitimate interest pursued)**	**Categories of third-party recipients of personal data**	**Retention period**
Organizing and executing our production activities in line with the order request you have submitted to our distributor and providing after-sales service/support services	• Identity information • Contact information • Customer transaction information	Our legitimate interest (for the purpose of planning our production activities) (Article 6(1)(f) GDPR)	• Our service providers (for the purpose of hosting your personal data on the servers of the relevant platform) • Authorized services (to provide after-sales service/support services)	10 years
Analyzing your data and producing reports in this regard in order to better understand our customers and improve our services (including production planning, development of new sales or after-sales support services opportunities and strategies, improvement of our price offers) and to determine the	• Identity information • Contact information • Customer transaction information • Vehicle information	Consent	• Our service providers (for the purpose of hosting your personal data on the servers of the relevant platform) • Our business partners (distributors) of which you are a customer	10 years

Purposes for Processing Personal Data	**Processed personal data**	**The legal grounds for the processing (and, if applicable, the legitimate interest pursued)**	**Categories of third-party recipients of personal data**	**Retention period**
products that our customers are interested in and to determine their effectiveness				
Conducting survey processes in relation to the vehicles you have purchased and after-sales support services (in particular, to inquire how much you appreciate our service and products)	• Identity information • Contact information • Request complaint information	Consent	• Our service providers (for the purpose of hosting your personal data on the servers of the relevant platform) • Our business partners (distributors) of which you are a customer • Local agencies (for conducting survey processes)	10 years
Contact Anadolu Isuzu directly due to the urgent need for communication in case of malfunctions	• Identity information • Contact information • Request complaint information • Vehicle information • Customer transaction information	Our legitimate interest (for the provision of support services in emergency situations) (Article 6(1)(f) GDPR)	• Our service providers (for the purpose of hosting your personal data on the servers of the relevant platform) • Our business partners (distributors) of which you are a customer	10 years
• Sending messages of celebration and greeting to our customers on official and special occasions	• Identity information • Contact information • Professional experience information	Consent	• Our service providers (for the purpose of hosting your personal data on the servers of the relevant platform)	10 years

Purposes for Processing Personal Data	**Processed personal data**	**The legal grounds for the processing (and, if applicable, the legitimate interest pursued)**	**Categories of third-party recipients of personal data**	**Retention period**
• Informing about news of the company developments regarding our products (new vehicle models, demo presentation) and events				
Sending you marketing messages via e-mail, SMS, telephone or similar means regarding vehicle purchases that your company has already made or has the potential to make (In particular service bulletin, service campaign notifications)	• Identity information • Contact information • Customer transaction information • Finance information • Vehicle information • Professional experience information	Consent	• Our service providers (for the purpose of hosting your personal data on the servers of the relevant platform)	10 years

There are instances where we have a legitimate interest to use your data. Our legitimate interest will vary depending on what we are using your data for, and we explain above what the interest is and how it relates to the processing operations that we are carrying out. Where we process personal data on the basis of a legitimate interest, then – as required by data protection law – we have carried out a balancing test to document our interests, to consider what the impact of the processing will be on individuals and to determine whether individuals interests outweigh our interests in the processing taking place. You can obtain more information about this balancing test by using the contact details at the end of the notice.

G. TO WHICH THIRD COUNTRIES DO WE TRANSFER YOUR PERSONAL DATA?

Due to servers of the relevant platform has been used in the DMS, your personal data shall be transferred to Germany within this scope.

H. HOW LONG DO WE STORE YOUR PERSONAL DATA?

We store the information which we collect for as we stated above to provide our services, for as long as reasonably necessary for the purpose for which you transmit the information or for our business activities, or for as long as required by the applicable legislation.

İ. WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?

We hereby declare that you are entitled to the following rights, regarding your personal data.

- In certain circumstances, to object to the processing of your personal data by us if **(i)** we process your data under Article 6(1)(e) or (f) (including profiling) of the GDPR (Article 21(1) of the GDPR) or **(ii)** we process your data for direct marketing purposes (Article 21(2) of the GDPR),
- To access and obtain a copy of your personal data that we hold (Article 15 of GDPR),
- To provide some of your personal data to you or another data controller in a commonly used, machine-readable format (Article 20 of GDPR),
- To rectify or update of your personal data if it is inaccurate (Article 16 of GDPR),
- To erase your personal data from our systems under certain conditions (Article 17 of GDPR),
- To restrict the processing of your personal data under certain conditions (Article 18 of GDPR),
- To lodge a complaint with a supervisory authority in the country that you reside in or, the country of your place of work or the country where the alleged infringement took place (Article 77 of GDPR).

In addition, if you have given your consent to the processing of your personal data by our Company, you have the right to withdraw your consent at any time. We may however have other legal grounds for processing your data for other purposes, such as those set out above. The withdrawal of your consent does not affect the lawfulness of the data processing activity carried out on the basis of the consent prior to the withdrawal.

In terms of Identity information, Contact information, Request complaint information, Vehicle information and Customer transaction information, the provision of information is mandatory: if relevant data is not provided, then we will not be able to organizing and executing our production activities in line with the order request you have submitted to our distributor and providing after-sales service/support services, and also we can not contact with you the in case of the urgent need for communication in case of malfunctions. The provision of all other information is optional, however we would like to inform you that in case of you prefer to not to provide other informations, we can not provide our customer relations management procedures and we can not inform you about any campaign, announcement, or events.

If you would like to reach more detailed information about your rights mentioned above or exercise any of these rights, you can contact us (You can find detailed contact information under the heading "**B. Representative of Data Controller**" where you can submit your requests regarding your personal data rights)

J. Updates to this privacy notice

We reserve the right to update this Privacy Notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

CONSENT FOR
PERSONAL DATA PROCESSING OF CUSTOMERS

As it has been declared and clarified in the “Prıvacy Notıce For Personal Data Processıng Of Customers”, i shall accept that;	**YES**	**NO**
● My Identity information, Contact information, Customer transaction information, Vehicle information to be processed by the Data Controller in order to Data Controller to better understand its customers and improve its services (including production planning, development of new sales or after-sales support services opportunities and strategies, improvement of our price offers) and to determine the products that its customers are interested in and to determine their effectiveness		
● My Identity information, Contact information, Request complaint information to be processed by the Data Controller in order to Data Controller conduct survey processes in relation to the vehicles i have purchased and after-sales support services, in particular, to inquire how much i appreciate its service and products		
● My Identity information, Contact information, Professional experience information to be processed by Data Controller in order to Data Controller send me messages of celebration and greeting on official and special occasions and inform me about news of the company developments regarding our products (new vehicle models, demo presentation) and events		
● My Identity information, Contact information, Customer transaction information, Finance information, Vehicle information, Professional experience information to be processed by Data Controller in order to Data Controller send me marketing messages via e-mail, SMS, telephone or similar means regarding vehicle purchases that has already made or has the potential to make (In particular service bulletin, service campaign notifications)		
● Transferring my data to Germany which is the location of the 3rd party providing infrastructure servise to DMS due to servers of the relevant platform has been used in the DMS,		

Name-Surname
Signature