

INFORMATION NOTICE ON YOUR PERSONAL DATA

General Information on our Personal Data Policy

This document describes the notification obligation of the Istanbul Foundation of Modern Art Istanbul Museum of Modern Art Economic Enterprise (“Istanbul Modern”), which has no separate legal entity and is an economic enterprise owned by the Istanbul Foundation of Modern Art (“IMSAV”), as the data controller (including IMSAV’s obligations) under Article 10 of the Law No. 6698 on Protection of Personal Data (“KVKK”), and makes it available to Users/visitors for their information and review.

This document contains the personal data policies that all users who will use the website and those who connect to Istanbul Modern’s visitor network (Wi-Fi); those who use the Istanbul Modern Mobilapp; Members of Istanbul Modern; members who are included on the commercial electronic message list; persons and viewers registered in the Istanbul Modern database (CRM system); those who make a reservation or register for tickets, products, guided tours, and training workshops and those who attend such events; Istanbul Modern’s sponsors; those who benefit from Istanbul Modern’s events; those who hold their special events and parties at Istanbul Modern’s venues; those who receive special workshop and seminar services from Istanbul Modern and hold these workshops and seminars in the venues they choose, as well as those who attend them; those who shop at the Istanbul Modern Shop or its online shop; those who share posts on social media about Istanbul Modern or its products, services, or membership programs; those who fill out surveys or questionnaires and participate in competitions; and persons who have shared their personal data with Istanbul Modern, provided it to Istanbul Modern, or allowed it to be obtained by Istanbul Modern in any way, face-to-face or remotely, verbally, in writing, or electronically, in a physical or virtual environment, especially those who share their personal data by giving business cards, CVs, etc. for the purposes of establishing a relationship with Istanbul Modern, visiting exhibitions, participating in events, or applying for a job (hereinafter referred as “User(s)”) should need to know; and informs the data subject on the purpose of processing personal data, the recipient(s) to whom the processed personal data can be transferred and the purpose of the transfer, the method and legal reason for

collecting personal data, and the rights of the data subject under Article 11 of KVKK, as well as providing information on the data controller in accordance with Article 10 of KVKK.

Istanbul Modern takes care to ensure the privacy of Users and the security of their personal data.

Users who share their personal data or whose personal data has been obtained may give permission within the scope of the legal regulation regarding the processing, transfer, and disclosure of their personal data by giving consent electronically or physically during the collection of personal data in the context of the protection, processing, and domestic and international transfer of personal data. Unless this permission is obtained, your personal data will not be obtained, processed, or transferred in Türkiye or abroad. However, as described below separately, our rights arising from the legal regulation regarding personal data obtained before the effective date of KVKK are reserved.

Regarding personal data, it should be noted that unless you give proper explicit consent, some features on the website will become unavailable, and the service will slow down or will not be provided partially or at all due to technical reasons.

Your personal data is also retained under Article 28 of KVKK and the Law No. 5651 on the Regulation of Publications on the Internet and Combating Crimes Committed by Means of Such Publication.

Your Personal Data Obtained Before KVKK Entered into Force

Your personal data lawfully obtained through membership relationships established before KVKK entered into force, commercial electronic message permission, participation in events, purchases of tickets, products, and training workshops, surveys and questionnaires, participation in competitions, social media posts about Istanbul Modern, and job applications or employment, or by any other means is also processed and stored in accordance with the terms and conditions set out in the “Information Notice on Your Personal Data” and can be transferred abroad after being processed in Türkiye or to be

processed and stored outside Türkiye, provided that it is transferred to countries with adequate protection of personal data and/or that, for countries without adequate protection, the conditions set out in KVKK are met.

Data Controller/Data Controller's Representative:

Istanbul Foundation of Modern Art Istanbul Museum of Modern Art Economic Enterprise ("Istanbul Modern") is the Data Controller under KVKK.

The Data Controller's Representative to be appointed by Istanbul Modern will be announced in the Register of Data Controllers once the legal infrastructure is provided.

Method and Legal Reason for Collecting Your Personal Data

Under Articles 5(1), 6(2), and 8(1) of the Law No. 6698 on Protection of Personal Data, the User's explicit informed consent in accordance with the legal regulation is required for the processing of personal data and special category data and the transfer of personal data.

Personal data may be collected through various methods, the main ones of which are listed below, verbally, in writing, or electronically, in a physical or virtual environment, from those who provide it to the websites of Istanbul Modern (and, in case of purchases related to Istanbul Modern's events or Museum Membership through other channels, those who make the sales); those who connect to Istanbul Modern's visitor network (Wi-Fi); those who use the Istanbul Modern Mobilapp; Istanbul Modern's sponsors; Members of Istanbul Modern; those who purchase Museum membership cards; those who are included on the commercial electronic message list; persons and viewers registered in the Istanbul Modern database (CRM system); those who purchase tickets, products, guided tours, or training workshops for themselves or their loved ones, make a reservation or register for such events, or attend them; those who benefit from Istanbul Modern's events; those who hold their special events and parties at Istanbul Modern's venues; those who receive special workshop and seminar services from Istanbul Modern and hold these workshops and seminars in the venues they choose, as well as those who attend them; those who shop at the Istanbul Modern Shop or its online shop; those who share posts on social

media (Facebook, Twitter, Instagram, YouTube, etc.) about Istanbul Modern or its products, services, or membership programs; those who fill out surveys or questionnaires and participate in competitions; and persons who have shared their personal data with Istanbul Modern or with Istanbul Modern's business partners to be shared with Istanbul Modern, or allowed it to be obtained by Istanbul Modern in any way, face-to-face or remotely, verbally, in writing, or electronically, in a physical or virtual environment, especially those who share their personal data by giving business cards, CVs, etc. for the purposes of establishing a relationship with Istanbul Modern, visiting exhibitions, participating in events, or applying for a job.

This personal data includes the following data directly provided by the User in any way in a physical or virtual environment:

- Name and surname,
- Contact details such as phone number (home, work, and mobile phone), address (home, work), email addresses, and fax number,
- Gender,
- Date and place of birth,
- Republic of Türkiye identification number/signature/invoice and payment details,
- Relationship status/marital status/child and spouse information,
- Interests/satisfaction, complaints/opinions and suggestions about Istanbul Modern,
- Likes and preferences/social media preferences,
- Event participation or ticket purchasing activities and habits, Istanbul Modern Membership Program membership preferences,
- Education level/education and work experience background/resume details/career goals,
- Title/sector/profession/place of work/position,
- Name, surname, and year of birth of loved ones, whether adult and/or minor, whom they have guided to participate in Istanbul Modern's events and programs or to whom they have given such an opportunity as a gift, and
- General photographs, videos, and audio recordings of meetings and events within the scope permitted by legal regulations.

In addition, data obtained through other channels/indirectly, during User's connection to Istanbul Modern's visitor network (Wi-Fi), use of the Istanbul Modern Mobilapp, museum membership, logins via the website, online shop, applications, etc.; data obtained from the (micro) websites of Istanbul Modern or third parties used for exhibition visits, competitions, surveys, games, campaigns, etc.; data that contains e-newsletter reading/clicking actions, preferences in channels logged in using member username and password, actions performed, and browsing time and details; location data; data provided by public data banks; the User's and his/her friends' public social media profiles and data if the User connects to the website or applications through social media platforms (e.g., social networking sites such as Facebook, Google Plus, Spotify, and Instagram); browsing/traffic information on websites and applications; and personal data obtained when posts (hashtags, etc.) about Istanbul Modern or its products, services, and membership programs are shared can also be collected.

Furthermore, your personal data is retained to fulfill legal requirements in other cases where it is required or mandatory under the legislation.

Purposes of Data Processing

The User's personal data can be processed

- To perform all the necessary actions to provide opportunities such as membership, invitation, and benefiting from events, sell products and events, and make them available to the User,
- To include the names of gold members on museum walls, exhibition catalogs and websites, and other relevant channels,
- To provide information about the services, products, and content items to be offered,
- To make calls and invitations to join Istanbul Modern and participate in its events and activities,
- To provide information about advantages such as general and special campaigns, offers, promotions, discounts, etc., provide such advantages, and send congratulatory messages, wishes, and condolences,

- To evaluate personal data and information in statistical studies to improve products and services,
- To determine the User's preferences and needs and shape and update the products and services to be offered to the User within this scope,
- To enable the User to introduce himself/herself to the business/solution partners that Istanbul Modern works with,
- To provide information about the content items, opportunities, and changes regarding Istanbul Modern, its sponsors, business partners, events, and products,
- To inform the User about the information, events, and services he/she will request,
- To evaluate complaints and applications that the User may make,
- To be able to recommend new events, products, and services that may interest the User according to his/her preferences,
- To provide personalized services and products to the User,
- To be able to remind the User of the products, services, content items, and opportunities that he/she likes and may want to access again,
- To produce anonymous, aggregate, and statistical information by conducting research on user profiles, interests, and behavior based on the information provided by the User, and to enable Istanbul Modern to improve its content by combining this information with information related to other members, such as those on certain age groups and percentage of male and female visitors,
- To conduct research on user profiles, interests, and behavior based on the information provided, and to develop personalized content items, opportunities, and products according to the profiles to be created,
- To enable the processing of the User's personal data, preferences, actions, and browsing time and details in the channels where the User logs in using his/her username and password, together with other data obtained,
- To determine the User's qualifications for participating in Istanbul Modern's events, training programs, competitions, online shopping activities, etc., and to encourage them to participate through social media and by other means,
- To redesign and revise the services and products offered to appeal to the User's interests,

- To share with companies such as Facebook, Google, etc. for promotional purposes in line with the User's goals and preferences, and infrastructure services,
- To perform analyses and audits to improve the quality of the services and products offered and to develop new products and services,
- To manage applications,
- To enable identification by matching with the User's other data obtained through other channels described in the section "Method and Legal Reason for Collecting Your Personal Data" above, and the use of data in line with the purpose for which it is collected,
- To process for purposes in line with the methods for collection described in the section "Method and Legal Reason for Collecting Your Personal Data" above,
- To transfer data to be retained,
- To copy/back up to prevent data loss,
- To notify the User of the events that Istanbul Modern holds, supports, or wishes to announce; to send electronic messages; and to communicate using all kinds of electronic media,
- To send commercial electronic messages by obtaining separate consent in accordance with the legal regulation,
- To send notifications to Members of Istanbul Modern and the members of Istanbul Modern's website about their membership (renewal, expiration, etc.), establish all kinds of communication with the User, and notify the User of new services and products to be offered, as well as changes, amendments, etc. to data policies and membership conditions,
- To be able to offer new jobs to those who have applied for a job at Istanbul Modern if there is a suitable position, and to keep these applicants' CVs, as well as interview and reference check notes taken during the job application evaluation process, for this purpose; to be able to offer new jobs to those who have previously worked at Istanbul Modern if there is a suitable position, and to keep these applicants' CVs, as well as interview and reference check notes taken during the job application evaluation process, for this purpose; and to provide references on productivity and performance to new employers upon request,

- To enable reservations or registration for training or guided tour programs and other events and activities, monitor the registered participation status, and send notifications in case of program cancellations, postponements, emergencies, and other potential situations,
- To provide information about new event and training programs, as well as new products and services,
- To provide information about Istanbul Modern's events and works, the cultural and artistic collections and objects it produces or supports, and the cultural and artistic landscape to which it contributes; to promote participation; and to establish relationships to support cultural and artistic life,
- For other purposes that will be notified to the User at the time of collection,
- To ensure the fulfillment of legal obligations, as necessitated or required by legal regulations, and
- In other ways specified in KVKK.

Disclosure/Transfer of Personal Data

Istanbul Modern may disclose and transfer personal data to service and intermediary service providers, persons and organizations with whom joint events or exhibitions are held and partnerships are formed or who provide or are provided support, business and solution partners or third parties who are natural persons or legal entities who provide services such as software or ticketing services, companies that process and store data, and natural persons or legal entities and consultants from whom services are received, provided that data security is ensured by a confidentiality agreement, to the extent necessary for the purpose of the relevant processing and in accordance with legal limitations, for the purposes of ensuring that the purposes of processing described above are achieved; sending commercial electronic messages; providing infrastructure for and operating the website and online shop; receiving technical infrastructure support; receiving software support in finance, human resources, and other fields; having surveys conducted; carrying out e-commerce and digital media activities; and processing, storing, and protecting data.

While personal data may be transferred in Türkiye as described above, it may also be transferred abroad after being processed in Türkiye or to be processed and retained outside Türkiye (provided that it is transferred to countries with adequate protection of personal data and/or that, for countries without adequate protection, the conditions set out in KVKK are met).

In addition, personal data may be disclosed to public institutions or organizations authorized to request and receive this data in accordance with a legal requirement.

Protection of Personal Data

The User's personal data shall be kept confidential in a database at Istanbul Modern or by third parties with whom Istanbul Modern has entered into a contract, indefinitely, in accordance with Article 12 of KVKK, and shall not be disclosed to third parties for commercial purposes and in violation of the legal and contractual regulations, as well as regulations specified in this document.

Istanbul Modern takes the necessary measures to prevent the unlawful processing of and access to personal data and information systems containing personal data and to ensure their protection in accordance with Article 12 of KVKK, and prevents the unlawful processing of personal data by third parties. In the event that personal data is obtained by others by illegal means, Istanbul Modern makes the notification set out in Article 12 of KVKK in accordance with the legal regulation.

Deletion, Destruction, or Anonymization of Personal Data

Personal data will be stored for the maximum period of time set out in the relevant legislation. Without prejudice to the retention or deletion requirements relating to legal obligations, as a rule, personal data will be deleted or will continue to be used after being anonymized, once the purpose for processing has been achieved in accordance with paragraph f.1 of Article 7 of KVKK and the period set out in the Law has expired in accordance with Article 138 of the Turkish Commercial Code.

Accurate and Up-to-Date Disclosure of Personal Data

It is essential that the information/data shared by the User is accurate and kept up-to-date and that the User is able to exercise his/her rights over his/her personal data under KVKK and other relevant legislation. The User shall be solely responsible for any liability arising from the provision of inaccurate information.

Your Rights Related to Your Personal Data

Pursuant to Article 11 of KVKK, the User may exercise the following rights regarding his/her personal data by submitting an application to Istanbul Modern (to the representative to be declared by Istanbul Modern, and announced in the Register of Data Controllers when the legal infrastructure is provided):

- a) to be informed as to whether his/her personal data has been processed,
- b) to request information regarding the processing of his/her personal data, in case his/her personal data has been processed,
- c) to be informed about the purpose of the processing and whether his/her personal data has been processed for the intended purpose,
- d) to be informed about the third parties in Türkiye or abroad to which his/her personal data has been transferred,
- e) to request the rectification of any personal data processed incompletely or inaccurately,
- f) to request the deletion/destruction of his/her personal data within the framework of the conditions set out in Article 7 of KVKK,
- g) to request the notification of third parties to whom personal data has been transferred of the actions taken in accordance with subparagraphs (e) and (f) above,
- h) to object to any unfavorable consequence arising from the analysis of his/her personal data exclusively by automated means, and
- i) to claim compensation for any damages due to the unlawful processing of his/her personal data.

You may exercise your rights in this context through the following channels in order for your requests to be eligible in accordance with paragraph f.1 of Article 13 of KVKK:

1. You can submit an application to kisiselveriler@istanbulmodern.org with an email signed with your secure electronic signature (you can also sign a Word or PDF file addressed to us with a secure e-signature),
2. You can submit an application to the Registered Email Address available on our Enterprise's website (istanbulmodern@hs02.kep.tr) from your registered email address by signing with your secure electronic signature, or
3. You can also submit an application by sending a petition bearing your wet signature by mail.

Regulatory References

In case of a mandatory amendment to KVKK, the TCC, and other legal regulations, any reference to these legal regulations in this document shall be deemed to be made to the new mandatory regulatory texts and shall remain valid and be implemented as amended in accordance with the legal regulation.

Other Sites/Third Parties and Their Privacy Policies

Istanbul Modern is not responsible for the practices or content of the privacy and personal data policies of other websites hyperlinked from this website, or for the practices or content of the privacy and personal data policies of third parties. Regarding these, we strongly advise that you review the privacy and personal data policies of the relevant third party.

Notifications and Revisions

Our website is constantly changing and being improved to provide better service. Therefore, this "Information Notice on Your Personal Data" will also change depending on technological and legal developments. You are advised to visit our website to see the latest changes.