# **Privacy Policy**

## 1) Purpose and Scope

This Privacy Policy summarizes how your personal data are collected, used, stored, and protected on the **Temizlikiste.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. ("Temizlikiste.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.temizlikiste.com

E-mail: info@temizlikiste.com | KEP: newturk@hs01.kep.tr

MERSIS: 0631129991200001 | Data Center: Istanbul / Türkiye

#### 3) Personal Data We Collect

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

- 1. Identity & contact: name-surname, e-mail, phone, address
- 2. Account & usage: membership info, preferences/settings, session and device/log records
- 3. Request/offer & order: request details, offers, appointment date-time, messages, reviews
- 4. Payment & invoicing: amount, transaction time, invoice details; card/payment data at a masked level
- 5. **Professional-specific:** service categories, experience, availability, portfolio
- 6. 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?

- 1. Membership and account management; request-offer matching; appointment/order processes
- 2. Payment, invoicing, and customer support
- 3. Security, misuse and fraud prevention
- 4. Experience improvement; performance/analytics activities
- 5. Marketing, promotions, and satisfaction communications to the extent you permit
- 6. Legal bases and examples are detailed in the Information Notice.

#### 5) Cookies and Similar Technologies

The Platform uses cookies, SDKs, and similar technologies. For non-essential categories, explicit consent is obtained; 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:

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

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

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

4. 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@temizlikiste.com | 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: 01.11.2025**