

# 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](http://www.temizlikiste.com)

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

**MERSİS:** 0631129991200001 | **Data Center:** İstanbul / 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](mailto:info@temizlikiste.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: 01.11.2025**