

**INFORMATION NOTE ON THE PROCESSING OF PERSONAL DATA  
FOR THE COMMERCIAL COMMUNICATION PROCESSES OF ISTANBUL MODERN**

Under Law No. 6698 on the Protection of Personal Data (“Law”), your personal data may be processed under the following terms by the Istanbul Foundation of Modern Art, which is the data controller, and the Istanbul Foundation of Modern Art Istanbul Museum of Modern Art Economic Enterprise, which is affiliated with the Foundation and has no separate legal personality, (the Foundation and the Enterprise shall be collectively referred to as “Istanbul Modern”).

**Your Personal Data and Method of and Legal Reason for Processing**

In commercial communication processes, Istanbul Modern collects and processes your personal data for the following purposes and legal reasons:

- **In the event that you agree to subscribe to the E-newsletter;**

We are entitled to process your contact details (email address); your identifiers (name and surname), if your email address contains your name and surname; your transaction security information (your user ID; your log records; your express consent to electronic commercial communication; and your signature, if you provide physical consent to commercial communication); and your e-newsletter reading habits, for the purposes of notifying you of Istanbul Modern’s activities, works, workshops, memberships, sponsors, and supporters, and all other events, organizations, meetings, and parties; sharing our products, events, activities, and services with you; sending announcements; planning and executing actions to improve the perception of the institution, the institution’s activities, and the brand; and designing, improving and carrying out corporate management and communication activities, based on the legal reason that “data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject,” and your transaction security information, for the purpose of ensuring transaction security, based on the legal reason that “data processing is mandatory for the establishment, exercise, or protection of a right.”

- **In the event that you provide Istanbul Modern with your consent to commercial communication through any channel;**

We process your identifiers (name and surname), your contact details (phone number, email address), your transaction security information (your user ID; your log records; your express consent to electronic commercial communication), and your signature, if you provide physical consent to commercial communication, for the purposes of allowing Istanbul Modern to engage in commercial communication activities through the channels you will choose (email, etc.) for general or special personalized offers, advantages, product and service promotions, surveys on our services, presentation of customer satisfaction practices, gifts, advertisements, informational activities, and marketing activities; sending invitations and information for parties and other events; improving our products, events, activities, and services by analyzing the events you attend, your interests, and your tendencies; sharing them with you; conducting corporate, area, and field research; reminding you of content and opportunities you like and you would like to be reminded depending on your preferences; and planning and executing actions to improve the perception of the institution, the institution’s activities, and the brand, based on the legal reason of “express consent.”

- In the event that you have provided your electronic communication address to Istanbul Modern before 1 May 2015, we process it for commercial communications listed under Provisional Article 1(2) of the Regulation on Commercial Communication and Commercial Electronic Messages, based on the legal reason of “being explicitly provided in the law,” due to the fact that this information is considered your approved contact details.

You can stop the relevant commercial communication by following the (refusal) procedure specified in the commercial communication messages we will send, and/or terminate your membership by withdrawing your express consent to your relevant memberships, thus stopping any personal data processing based on your express consent, at any time and without stating reasons.

### **Legal Processes**

- For the purposes of providing information to authorized institutions and organizations due to legal obligations and ensuring the performance of activities and obligations related to auditing, based on the legal reasons that “it is mandatory for the data controller to fulfill its legal obligation,” and that “data processing is mandatory for the establishment, exercise, or protection of a right,”

### **Method for Collecting Personal Data**

Your personal data is collected by Istanbul Modern by non-automated means via phone, email, and forms through the channel you contact us, such as website, mobile application, phone, and email, and by automated means through online application channels or the reception of membership participation applications or other requests and complaints online.

### **Transfer of Personal Data**

Your personal data may be transferred to our service providers, suppliers, and business partners, as well as legally authorized public bodies and natural persons, for the purposes of performing membership transactions, carrying out promotional and marketing activities, and ensuring electronic communication, within the framework of the requirements and purposes for personal data processing under Articles 8 and 9 of the Law No. 6698.

We can transfer the information requested from us under the specified laws and secondary legislation to the relevant institutions and organizations in order to fulfill our obligations to provide information and documents and other relevant obligations to authorized and appointed private or public institutions and organizations, judicial bodies, and official institutions/organizations, and to exercise our legal rights, such as the right to file a lawsuit or the right of reply.

### **Your Legal Rights Under the Law on Personal Data Protection**

You can submit your requests under Article 11 of the Law on Personal Data Protection regarding your personal data processed by Istanbul Modern by filling out the Data Subject Application Form, which you can find at [www.istanbulmodern.org](http://www.istanbulmodern.org), or by sending your request to the addresses below in writing or by using your registered email address (KEP), secure electronic signature, or mobile signature, or your email address that you have previously notified to Istanbul Modern and that is registered in our system, in accordance with the Communiqué on the Principles and Procedures for Requests to Data Controller.

Data Controller: Istanbul Foundation of Modern Art

Email: [.kişisel.veriler@istanbulmodern.org](mailto:kişisel.veriler@istanbulmodern.org)

Address: Kılıç Ali Paşa Mah. Tophane İskele Cad. No:1/1 Beyoğlu/Istanbul

Registered Electronic Mail (KEP) Address: [istanbulmodern@hs02.kep.tr](mailto:istanbulmodern@hs02.kep.tr)

Your request will be concluded free of charge as soon as possible within 30 (thirty) days at the latest, depending on the nature of the request. However, in case the process involves additional costs, a fee may be requested from you according to the tariff determined by the Personal Data Protection Board.

**EXPRESS CONSENT TO THE PROCESSING OF PERSONAL DATA  
FOR THE COMMERCIAL COMMUNICATION PROCESSES OF ISTANBUL MODERN**

- I give my consent to the Istanbul Foundation of Modern Art and the Istanbul Foundation of Modern Art Istanbul Museum of Modern Art Economic Enterprise, which is affiliated with this Foundation, to send me e-newsletters and engage in other commercial communication activities through the communication channels I will choose, for general or special personalized offers, advantages, product and service promotions, surveys, presentation of customer satisfaction practices, gifts, advertisements, informational activities, and marketing activities; to send me invitations for offers, contests, raffles, parties, and other events; and to process my personal data for these purposes, in accordance with the **Information Note on the Processing of Personal Data for the Commercial Communication Processes of Istanbul Modern.**