

PRIVACY NOTICE UNDER THE PERSONAL DATA PROTECTION LAW NO. 6698

Data Controller: MEHMET CAN BIYIK (hereinafter referred to as "DATA CONTROLLER")

Introduction

We exercise the utmost care in protecting the security of your personal data. Therefore, all personal data belonging to individuals associated with the DATA CONTROLLER (including users of our products and services) shall be processed and maintained in compliance with the Personal Data Protection Law No. 6698 (hereinafter referred to as the "Law"). We fulfill this responsibility in our capacity as "Data Controller" as described below and within the limits of applicable regulations.

Data Collection and Processing

In connection with your application to receive services provided within the scope of our application—including image generation, sample visual planning, creating clothing and accessory try-on examples by processing photographs, and virtual appearance (virtual avatar) creation—we are legally obligated to obtain and process your personal data in the following categories: **gender, height, weight, skin tone, body type, photographs, and face data**. This data will be processed to provide you with requested services and to enable your utilization of our business services.

Legal Basis for Processing

The processing activities we undertake are conducted under Article 5 of Personal Data Protection Law No. 6698, specifically:

- **Contract Performance:** "Processing of personal data belonging to the parties to a contract is necessary, provided that it is directly related to the establishment or performance of a contract."
- **Legal Obligation:** "Processing is mandatory for the data controller to fulfill its legal obligations."

And under Article 6 that regulates sensitive personal data (for face data):

- **Legitimate Interests:** "Processing is necessary for the establishment, exercise, or protection of a right."

These processing activities may be conducted **without your explicit consent** under these exceptional circumstances, and upon termination of the exceptional circumstances, processing activities shall be immediately discontinued and your personal data shall be destroyed.

Consent-Based Processing

Upon your request and explicit consent, your personal data may be processed for purposes including:

- Customizing our services according to your preferences
- Promoting our services and products to you

Following termination of services, your data will be deleted upon your request.

Data Sharing and International Transfers

Your personal data may be transferred, subject to your explicit consent and for the purposes stated above, to:

- Our business partners
- Suppliers

- Organically affiliated subsidiaries
- Legally authorized public institutions
- Third parties under conditions specified in the Law

International Transfers: Our business suppliers include Google LLC and Amazon Web Services Inc., companies located in the United States. Please note that due to the structure of our business and application, if you do not provide explicit consent, your information will only be transferred exceptionally during the provision of the requested service and will not be transferred for any other purpose.

Data Processing Methods

Personal data will be processed by the DATA CONTROLLER via internet in written and electronic formats for the purposes described above.

Data Subject Rights

As data subjects, when you submit requests regarding your rights through the methods specified below in this Privacy Notice, your request will be resolved within thirty (30) days maximum, depending on its nature. If the process requires a cost, we will charge the fee determined in the tariff set by the Personal Data Protection Authority.

Under Article 11 of Personal Data Protection Law No. 6698, data subjects have the right to:

1. **Access:** Learn whether personal data has been processed
2. **Information:** Request information regarding processed personal data
3. **Purpose Limitation:** Learn the purpose of personal data processing and whether it is used in accordance with its purpose
4. **Third Party Disclosure:** Know third parties to whom personal data has been transferred domestically or internationally
5. **Rectification:** Request correction of incomplete or inaccurate personal data and request notification of such corrections to third parties to whom the data was transferred
6. **Erasure:** Request deletion or destruction of personal data when the reasons requiring processing cease to exist, despite processing in compliance with KVKK and other applicable laws, and request notification of such actions to third parties to whom the data was transferred
7. **Automated Decision-Making:** Object to adverse consequences resulting from analysis of processed data solely through automated systems
8. **Compensation:** Request compensation for damages suffered due to unlawful processing of personal data

Exercising Your Rights

Under Article 13, paragraph 1 of the Law, you may submit requests to exercise the aforementioned rights to the DATA CONTROLLER in writing or through methods determined by the Personal Data Protection Authority.

Contact Methods for Rights Requests:

To exercise your rights, submit your request containing:

- Necessary information to verify your identity
- Clear explanation of the right you wish to exercise under Article 11

Submission Options:

- **Online:** Complete the digitally available "Application Form" at www.aigence.net and send a signed copy to mehmetcanbiyik@aigence.net
- **Mail:** Send to Karadeniz Mah. 1103. Sok. No:3/4 Gaziosmanpaşa/İstanbul via postal service or notary
- **Other Methods:** As specified in the Law