

ADESE GAYRİMENKUL YATIRIM A.Ş.
OUMU BEACH HOUSE

**EXPLICIT CONSENT AND AFFIRMATIVE AUTHORIZATION STATEMENT REGARDING
THE PROCESSING OF PERSONAL DATA**

**ARTICLE 1: LEGAL NATURE OF THE EXPLICIT CONSENT DECLARATION AND
STATUTORY INFORMATION**

This document has been prepared pursuant to paragraph 1 of Article 5 of the Law on the Protection of Personal Data No. 6698 (hereinafter referred to as the "LPPD") to enable you to grant your freely given, specific, and informed consent to the processing and transfer of your personal data solely for the exclusive and explicit purposes set forth hereinbelow. You hereby acknowledge, represent, and warrant that you have thoroughly read the LPPD Statutory Privacy Notice (Aydınlatma Metni) presented by our Company; that you fully comprehend the purposes of processing your personal data, the recipient groups of data transfers, and your statutory rights; and that, by ticking the electronic confirmation checkbox (check-box) within this document, you grant your explicit consent to the processing of your personal data strictly within the scope of the marketing and analytics activities exhaustively enumerated below.

**ARTICLE 2: PERSONAL DATA TO BE PROCESSED UNDER EXPLICIT CONSENT AND
EXCLUSIVE PURPOSES**

In strict compliance with the core principles of "being processed for specified, explicit, and legitimate purposes" and "being relevant, limited, and proportionate to the purposes for which they are processed" pursuant to Article 4 of the LPPD; your identity data (name, surname, date of birth), contact data (mobile telephone number, e-mail address), accommodation history and preferences, and on-premises expenditure records shall be processed if, and only if, you grant explicit consent to this document, strictly for the following purposes:

- 2.1.** Customizing the accommodation products and services offered by our Company and its affiliates, primarily **LORAS HOLDİNG A.Ş.** and its Group Companies, in accordance with the tastes, usage habits, and individual preferences of our guests, and conducting customer profiling and segmentation analysis;
- 2.2.** Designing and administering data analytics, direct marketing, advertising, campaigns, discounts, promotions, and special event procedures aimed at enhancing customer satisfaction;
- 2.3.** Conducting electronic surveys, database enrichment, and consumer trend assessment activities through contracted intermediaries and digital service platforms.

**ARTICLE 3: EXPLICIT CONSENT FOR CROSS-BORDER DATA TRANSFERS AND
STATUTORY SAFEGUARDS**

Due to the cloud-based hotel property management systems (PMS), reservation engines, Customer Relationship Management (CRM) platforms, and corporate e-mail infrastructure servers utilized by our Company in hospitality operations being hosted abroad; your aforementioned identity, contact, and reservation data shall be transferred to secure servers located abroad subject to the contemporary and international appropriate safeguards prescribed under Article 9 of the LPPD (specifically through the execution of Standard Contractual Clauses or the existence of an Adequacy Decision) and upon taking all technical and administrative measures necessary to ensure data security. By executing/approving this document, you grant your express and unambiguous consent to the transfer of your personal data abroad within the scope of these architectural and operational necessities.

ARTICLE 4: REVOCATION OF EXPLICIT CONSENT AND THE PRINCIPLE OF PROSPECTIVE EFFECT

As the Data Subject (İlgili Kişi), you reserve the right to withdraw or revoke, in whole or in part, the explicit consent granted hereunder at any time, free of charge and without the requirement of stating any cause whatsoever. The act of revoking explicit consent shall operate prospectively (ex nunc) and shall not prejudice or impair the lawfulness of any data processing operations carried out prior to the effective date of such revocation. You may transmit your revocation request to our Company by serving notice via e-mail to info@adese.com.tr and/or info@oumubeachhouse.com, or electronically through the "Manage Cookie and Data Preferences" control interface situated in the footer of the Website.

ARTICLE 5: DECLARATION OF EXPLICIT CONSENT

I hereby acknowledge and represent that, pursuant to Law No. 6698, I grant my freely given, specific, and affirmative consent to the processing of my personal data provided orally, in writing, and/or in electronic media, strictly for the specific, limited, and legitimate marketing, profiling, and segmentation purposes designated in Articles 2 and 3 of this document; and to the transfer thereof to suppliers providing hotel automation and CRM services, as well as to Loras Holding A.Ş. and its group companies.