



## **JOYALTY THE PROCESSING OF PERSONAL DATA CLARIFICATION TEXT**

Joyalty, is a loyalty card program managed by Serkac Otelcilik Tur. Ins. Taahhüt Tic. A.S. During your Joyalty membership, we show maximum sensitivity and attach importance to the security of your personal data as a Data Controller within the scope of the Law on the Protection of Personal Data (LPPD) numbered 6698. Your personal data (Name-surname, e-mail address etc.) you have shared through the Lujo reservation office/call center or by registering on the website may be processed for the purposes detailed in the Joyalty membership terms and conditions and to carry out marketing activities based on legitimate interests (including targeted marketing campaigns), to provide commercial communication channels and general and personal campaigns, and these personal data are provided to the service providers who are responsible for carrying out the service we have provided, to the contracted business partners (hotels, airlines, and other business partners) so that you can fully benefit from the campaigns of our business partners with whom we cooperate and to the business partners located in foreign countries for the purposes specified depending on the conditions and in accordance with Article 8 of the Law on the Protection of Personal Data for the purposes of fulfilling an obligation specified by the legislation if necessary. You can obtain detailed information about how your personal data is processed and information about your rights specified in Article 11 of the Law by visiting <https://www.lujohotel.com/lppd/> .