

## EMAIL CORRESPONDENCE PRIVACY NOTICE

This notice describes how RTB House processes your personal data regarding the RTB House business activity and follows transparency obligations arising from personal data laws.

## DATA CONTROLLER



The controller of your personal data is RTB House Reklam Teknolojileri Anonim Sirketi with its registered office at Turkey Bağdat cad. Özen apt No 320 D6 Kadıköy/Istanbul, Turkey, hereinafter: “**we**”, “**us**” or “**RTB House**”.

## CONTACT DETAILS





You can contact us in the following manner: (1) by mail at: 61/101 Złota St., 00-819 Warsaw, Poland, (2) by e-mail: [dpo@rtbhouse.com](mailto:dpo@rtbhouse.com), (3) or by telephone: +48 22 188 12 71.




## CATEGORIES OF COLLECTED DATA AND PURPOSES FOR THE PROCESSING



We process the following categories of personal data for the purposes outlined below:

- (a) **execution of a contract with you:** your email address, name, surname, mobile phone, delivery address, parcel tracking number, position in a company, representation of a signature, an entrepreneur register number, bank account number and other bank details, tax identification number, credit history and related information, and any other personal data needed for the purpose of execution of contracts (including e.g. service provision, client support, delivery of the documents), negotiations, credit risk assessment, tax verification procedures, billing, invoicing, payments management, cost settlement, debt collection, dispute resolution (on the basis of necessity for the performance of a contract with you, our legitimate interest or the legal obligation);
- (b) **execution of a contract with a company that you represent:** your email address, name, surname, mobile phone, delivery address, parcel tracking number, position in a company, representation of a signature, credit history and related information, and any other personal data needed for the purpose of the execution of contracts (including e.g. service provision, client support, delivery of the documents), negotiations, credit risk assessment, tax verification procedures, billing and invoicing, payments management, cost settlement, debt collection, dispute resolution (on the basis of our legitimate interest or the legal obligation);
- (c) **marketing activities:** your email address, name, surname, mobile phone, position in a company, representation of a signature, the

	<p>activity of contacting you, social media information (username, links to profiles etc.), and other information that you provide to us for the purpose of direct marketing activities e.g. event management and participation, customer acquisition, collecting feedback, conduct surveys (on the basis of our legitimate interest);</p> <p>(d) <b>business communications analysis:</b> your email address, name, surname, mobile phone, position in a company, activity related to contacting you, social media information (username, links to profiles, etc.), and other information that you provide to us for the purpose of communication with you regarding business matters, and conducting other business operations, e.g analysis of the frequency of contact with you and analysis of our business relationship (on the basis of our legitimate interest);</p> <p>(e) <b>security and legal compliance:</b> your email address, name, surname, mobile phone, position in a company, representation of a signature, and other information that you provide to us for the purpose of our security and our legal compliance including fulfilling obligations stemming from tax and accounting laws (on the basis of our legitimate interest or the legal obligation);</p>
<p><b>RECIPIENTS OF PERSONAL DATA</b></p> 	<p>RTB House may disclose your personal data to:</p> <ul style="list-style-type: none"> <li>• RTB House associates,</li> <li>• subcontractors, where necessary,</li> <li>• other companies within the RTB House corporate group for administrative purposes,</li> <li>• law enforcement agencies, supervisory authorities, or courts when required by law.</li> </ul>
<p><b>RETENTION PERIOD</b></p> 	<p>We will store your personal data for the period necessary to fulfill the purposes outlined above. Specifically:</p> <ul style="list-style-type: none"> <li>• personal data for contract execution will be processed until potential claims are time-barred or until the retention period provided in the generally applicable laws,</li> <li>• personal data in accounting documents will be stored according to legal retention periods, and until claims are time-barred,</li> <li>• personal data processed for legitimate interests will be stored until an objection is made or the data's usefulness expires.</li> </ul>

<p><b>SOURCE OF PERSONAL DATA</b></p> 	<p>We obtain your data directly from you, your employer, contractors, or colleagues, from publicly available sources such as public registers, databases of entrepreneurs, professional networking platforms, scoring reports provided by our partners, or online tools like LinkedIn.</p>
<p><b>OBLIGATION TO DISCLOSE PERSONAL DATA</b></p> 	<p>Your personal data is required to enter into a contract or manage a business relationship with you or your company.</p> <p>In other cases, providing your personal data to us is voluntary but necessary for conducting marketing activities, business communications analysis and ensuring security and legal compliance by RTB House. If you don't provide us with your personal information, you may not be able to cooperate with us and the abovementioned purposes may not be reached.</p>
<p><b>AUTOMATED DECISION-MAKING</b></p> 	<p>We will not use your data for automated decision-making or profiling.</p>