



www.dk-klinik.com.tr Website Contact Form

Privacy Notice on the Processing and Transfer of Personal Data

1. Data Controller (GDPR Art. 13(1)(a))

This privacy notice is issued in accordance with Article 13 of Regulation (EU) 2016/679 (General Data Protection Regulation – "GDPR") by Antalya Dk Klinik Anonim Şirketi ("DK Klinik", "we", "us", "our company"), acting as data controller, with registered address at Şirinyalı Mah. İsmet Gökşen Cad. No: 14/1 Elif Apt. Muratpaşa, Antalya, Türkiye.

2. Purpose of Processing Personal Data (GDPR Art. 13(1)(c))

Through the contact form on our website, we process the following categories of personal data: identity data (name, surname), contact data (mobile phone number, e-mail address, telephone number), message subject and content, and, only where you choose to include such information in your message, special category data in the form of health data.

We process the personal data referred to above for the following purposes:

- Providing information about the products and services offered to you
- Carrying out communication activities
- Conducting and overseeing business activities
- Managing customer relationship management processes
- Carrying out activities aimed at customer satisfaction
- Conducting marketing analysis studies
- Carrying out marketing processes for products / services
- Taking the necessary steps to enable you to benefit from the relevant products and services
- Customizing and recommending the services offered by our company according to your needs
- Ensuring the legal and commercial security of our company and of persons who are in a business relationship with our company
- Determining our company's commercial and business strategies and carrying out permitted marketing activities

3. Legal Basis for Processing (GDPR Art. 6 and Art. 9)

We process your identity, contact and message data on the basis of Article 6(1)(b) GDPR (processing necessary for the performance of a contract to which you are, or are about to become, a party, or to take steps at your request prior to entering into a contract) and Article 6(1)(f) GDPR (processing necessary for the purposes of the legitimate interests pursued by our company, provided that such interests are not overridden by your fundamental rights and freedoms).

Where you voluntarily disclose health-related information in your message, this constitutes special category data within the meaning of Article 9 GDPR. We process such data only on the basis of your explicit consent (Article 9(2)(a) GDPR), which you provide by voluntarily including this information in the form.

4. Recipients of Personal Data

To the extent necessary for the purposes set out above and to fulfil obligations arising from law, your personal data may be disclosed to our legal advisors in the event of a legal dispute.



5. International Data Transfers (GDPR Art. 44–49)

Where you have given your explicit consent, personal data received through the contact form may be transferred, for the purposes of carrying out communication activities, preparing offers and evaluations tailored to you, and conducting/overseeing business activities, to data centres (suppliers) of cloud-based applications located outside Türkiye and the European Economic Area (EEA). Any such transfer to a country outside the EEA is carried out subject to appropriate safeguards, such as the European Commission's Standard Contractual Clauses, in accordance with Articles 44–49 GDPR.

6. Method of Collection, Storage and Retention

Your personal data is collected through the contact form on our website and is stored in electronic and physical form for as long as necessary to fulfil the purposes described above and in accordance with applicable statutory retention obligations, after which it is securely deleted, destroyed or anonymised.

7. Your Rights as a Data Subject (GDPR Art. 15–22 and Art. 77)

Under the GDPR, you have the right to:

- Obtain confirmation as to whether your personal data is being processed and, where that is the case, access to that data (Art. 15)
- Request the rectification of inaccurate or incomplete personal data (Art. 16)
- Request the erasure of your personal data ("right to be forgotten") where the applicable conditions are met (Art. 17)
- Request the restriction of processing in certain circumstances (Art. 18)
- Receive your personal data in a structured, commonly used, machine-readable format and transmit it to another controller (right to data portability, Art. 20)
- Object, on grounds relating to your particular situation, to processing based on our legitimate interests (Art. 21)
- Withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal (Art. 7(3))
- Lodge a complaint with a supervisory authority, in particular in the EU Member State of your habitual residence, place of work, or place of the alleged infringement (Art. 77)

8. How to Exercise Your Rights

You may submit requests concerning the rights listed above in writing to Antalya Dk Klinik Anonim Şirketi at Şirinyalı Mah. İsmet Gökşen Cad. No: 14/1 Elif Apt. Muratpaşa, Antalya, Türkiye; by Registered Electronic Mail (KEP), signed with a secure electronic signature, to dermatoloji@hs02.kep.tr; or, if you are already registered in our systems, by e-mail to info@dk-klinik.com.tr.