

PROTECTION AND PROCESSING OF PERSONAL DATA COMMUNICATION PRIVACY NOTICE

Data Controller

Your personal data is processed by Moment Eğitim Araştırma Sağlık Hizmetleri ve Ticaret Anonim Şirketi (“**American Hospital**” and “**American Outpatient Medical Center**”), Koç University Hospital, the institution of Koç University (“**Koç University Hospital**”) and Halikarnas Özel Sağlık Hizmetleri ve Sağlık Malzemeleri Sanayi ve Ticaret Anonim Şirketi (“**Bodrum American Hospital**”) which are Vehbi Koc Vakfi Healthcare Institutions Hospitals and Momentum Sağlık Turizm ve Catering Hizmetleri Ticaret Anonim Şirketi (“**Koç Sağlık Yanımda**”) (hereinafter referred together as the “**Institutions**” and separately as the “**Institution**”) as the data controller in accordance with the Personal Data Protection Law No. 6698 (“**Law**”) within the scope as specified below. The Institution which the physician or the specialist who provides the service is affiliated shall act as the data controller.

You may find detailed information on the purposes of processing your personal data by the Institution at the Personal Data Protection and Processing Policy (“**Policy**”) available at the <https://www.amerikanhastanesi.org/protection-of-personal-data> for American Hospital, <https://www.amerikanhastanesi.org/american-outpatient-medical-center/protection-of-personal-data> website for American Outpatient Medical Center, <https://www.amerikanhastanesi.org/bodrum-american-hospital/protection-of-personal-data> website for Bodrum American Hospital, <https://www.kuh.ku.edu.tr/protection-of-personal-data> website for Koç University Hospital and <https://www.kocsaglikyanimda.com/protection-of-personal-data> website for Koç Sağlık Yanımda.

Purposes and Legal Grounds for Processing Personal Data

Your collected personal data may be processed for the purposes of conducting communication activities of the American Hospital within the scope of receiving, evaluating, and finalizing your questions, complaints, opinions, requests, or suggestions through the contact form on the website of the Institution (“**Purposes**”) in accordance with the personal data processing conditions and purposes set forth under the Article 5 of the Law.

Based on the legal ground that processing of data is necessary for the legitimate interests pursued by the data controller, provided that this processing shall not violate the fundamental rights and freedoms of the data subject;

- Conducting client, patient (product or service buyer) or candidate patient (potential product or service buyer) relations management processes,
- Receiving appointment requests, planning and executing appointment processes,
- Updating the client, Patient (product or service buyer), or candidate patient (potential product or service buyer) information,
- Carrying out the necessary work by our business units and the relevant business processes in order to benefit the data subjects from our services,
- Conducting satisfaction surveys and communications through surveys and similar methods,
- Carrying out the necessary work to satisfy your requests, suggestions, and complaints.

Based on the legal ground that data processing is necessary for the establishment, exercise, or protection of any right;

- Accessing medical records through the Patient Portal,
- Executing e-result display activities,
- Receiving online doctor appointment requests and conducting online doctor appointment processes,
- Benefiting from electronic “get well soon” service,

- Storing personal data during the general statute of limitations in order to constitute evidence in possible future disputes,
- Conducting communication activities,
- Satisfying the requests, suggestions, and complaints.

Based on the legal ground that it is expressly provided for by the laws and is necessary for compliance with a legal obligation to which the data controller is subject;

- Fulfilling the requests of official authorities,
- Providing information to the competent official authorities pursuant to the legislation,
- Ensuring compliance with the storage obligations stipulated in the legislation,
- Responding to data subject applications in accordance with the legislation and taking necessary actions.

Based on your explicit consent; Your identity, contact, and transaction information may be processed for the purposes of sending commercial electronic messages to your contact information, including conducting satisfaction surveys and communications through questionnaire and similar methods, promoting our products and services, informing about opening, invitation or events and sending the newsletter.

Recipient Parties and Purposes for Transferring Personal Data

Your collected personal data may be transferred for the Purposes; to our suppliers, and business partners based on our legitimate interests and to legally authorized public authorities and legally authorized private institutions within the scope that is expressly provided in the laws and fulfillment of our legal obligations, in accordance with the data processing conditions and purposes set forth under the Article 8 of the Law.

Method for the Collection of Personal Data

Your personal data may be collected and processed in the physical environment through face-to-face requests and in the electronic environment via contact and registration forms, call center, website, and e-mail in accordance with the data processing conditions specified in Article 5 of the Law. In addition, your approval and rejection status data can be obtained through the Message Management System.

As personal data subjects, we hereby declare that you are entitled to the following rights, set forth under Article 11 of the Law:

- To learn whether your personal data are being processed,
- To request information if your personal data have been processed,
- To learn the purpose of the processing of your personal data and whether they have been used accordingly,
- To learn which third parties domestic or abroad your personal data has been transferred to,
- To request rectification in case your personal data has been processed incompletely or inaccurately and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To demand the erasure or destruction of your personal data in case the reasons necessitating the processing have disappeared even though it was processed in accordance with the Law and other relevant provisions and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To object the occurrence of any consequence that is to your detriment by means of analysis of personal data solely through automated systems,
- To demand compensation for the damages that you have suffered as a result of unlawful processing of your personal data.

You may convey your requests concerning your rights listed above, to our Institution in accordance with the relevant legislation. If you want, you can convey your application via the application form which is accessible at <https://www.amerikanhastanesi.org/protection-of-personal-data> for American Hospital, <https://www.amerikanhastanesi.org/american-outpatient-medical-center/protection-of-personal-data> website for American Outpatient Medical Center, <https://www.amerikanhastanesi.org/bodrum-american-hospital/protection-of-personal-data> website for Bodrum American Hospital, <https://www.kuh.ku.edu.tr/protection-of-personal-data> website for Koç University Hospital and <https://www.kocsaglikyanimda.com/protection-of-personal-data> website for Koç Saglik Yanimda. Depending on the nature of your request, your application will be concluded as soon as possible, within 30 days at the latest and in principle, free of charge. However, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.