

Data Protection Notice

Bosch San. Tic. AŞ. (hereinafter “Bosch” or “We” or “Us”) welcomes you to our internet pages and mobile applications (together also referred to as “Online Offers”). We thank you for your interest in our company and our products.

1. Bosch respects your privacy

The protection of your privacy throughout the course of processing personal data as well as the security of all business data are important concerns to us. We process personal data that was gathered during your visit of our Online Offers confidentially and only in accordance with statutory regulations.

Data protection and information security are included in our corporate policy.

2. Controller

Bosch is the controller responsible for the processing of your data; exceptions are outlined in this data protection notice.

Our contact details are as follows:

Bosch Sanayi ve Ticaret A.Ş.

Minareliçavuş Bursa OSB Mah. Yeşil Cad. No:15

Nilüfer/ Bursa

Phone: 0224 219 2500

3. Collection, processing and usage of personal data

3.1 Processed categories of data

The following categories of data are processed:

- Communication data (e.g. name, telephone, e-mail, IP address)
- Client history
- Provision of information (from third parties, e.g. credit reference agencies or from public directories)

3.2 Principles

Personal data consists of all information related to an identified or identifiable natural person, this includes, e.g. names, addresses, phone numbers, email addresses, contractual master data, contract accounting and payment data, which is an expression of a person's identity.

We collect, process and use personal data (including IP addresses) only when there is either a statutory legal basis to do so or if you have given your consent to the processing or use of personal data concerning this matter, e.g. by means of registration

3.3 Processing purposes and legal basis

We as well as the service providers commissioned by us; process your personal data for the following processing purposes:

3.3.1 Resolving service disruptions as well as for security reasons.

(Legal basis: Fulfillment of our legal obligations within the scope of data security and legitimate interest in resolving service disruptions as well as in the protection of our offers).

3.3.2 Safeguarding and defending our rights.

(Legal basis: Legitimate interest on our part for safeguarding and defending our rights).

3.4 Log files

Each time you use the internet, your browser is transmitting certain information which we store in so-called log files.

We store log files to determine service disruptions and for security reasons (e.g., to investigate attack attempts) for a period of 2 years and delete them afterwards. Log files which need to be maintained for evidence purposes are excluded from deletion until the respective incident is resolved and may, on a case-by-case basis, be passed on to investigating authorities.

Log files are also used for analysis purposes (without the IP address or without the complete IP address) see module “Advertisements and/or market research (including web analysis, no customer surveys)”.

In log files, the following information is saved:

- IP address (internet protocol address) of the terminal device used to access the Online Offer;
- Internet address of the website from which the Online Offer is accessed (so-called URL of origin or referrer URL);
- Name of the service provider which was used to access the Online Offer;
- Name of the files or information accessed;
- Date and time as well as duration of recalling the data;

- Amount of data transferred;
- Operating system and information on the internet browser used, including add-ons installed (e.g., Flash Player);
- http status code (e.g., “Request successful” or “File requested not found”).

3.5 Children

This Online Offer is not meant for children under 18 years of age.

3.6 Data transfer to other controllers

Principally, your personal data is forwarded to other controllers only if required for the fulfillment of a contractual obligation, or if we ourselves, or a third party, have a legitimate interest in the data transfer, or if you have given your consent. Particulars on the legal basis and the recipients or categories of recipients are can be found in the Section – Processing purposes and legal basis.

Additionally, data may be transferred to other controllers when we are obliged to do so due to statutory regulations or enforceable administrative or judicial orders.

3.6.1 Service providers (general)

We involve external service providers with tasks such as sales and marketing services, programming and data hosting. We have chosen those service providers carefully and monitor them on a regular basis, especially regarding their diligent handling of and protection of the data that they store. All service providers are obliged to maintain confidentiality and to comply with the statutory provisions. Service providers may also be other Bosch group companies.

3.7 Transfer to recipients outside of Türkiye

We may transfer your personal data to third countries located outside of Türkiye. In such cases, we ensure that the data transfer is conducted in accordance with Personal Data Protection Law no. 6698 (“KVKK”) and by taking all necessary technical and administrative measures to ensure the security of the transferred personal data.

3.8 Duration of storage, retention periods

Principally, we store your data for as long as it is necessary to render our Online Offers and connected services or for as long as we have a legitimate interest in storing the data (e.g. we might still have a legitimate interest in postal mail marketing after fulfillment of our contractual obligations). In all other cases we delete your personal data with the exception of

data we are obliged to store for the fulfillment of legal obligations (e.g. due to retention periods under the tax and commercial codes we are obliged to have documents such as contracts and invoices available for a certain period of time).

4. Usage of Cookies

In the context of our online service, cookies and tracking mechanisms may be used.

Cookies are small text files that may be stored on your device when visiting our online service.

Tracking is possible using different technologies. In particular, we process information using pixel technology and/or during log file analysis.

4.1 Categories

We distinguish between cookies that are mandatorily required for the technical functions of the online service and such cookies and tracking mechanisms that are not mandatorily required for the technical function of the online service.

It is generally possible to use the online service without any cookies that serve non-technical purposes

4.1.1 Technically required cookies

By technically required cookies we mean cookies without those the technical provision of the online service cannot be ensured. These include e.g. cookies that store data to ensure smooth reproduction of video or audio footage.

Such cookies will be deleted when you leave the website.

4.1.2 Cookies and tracking mechanisms that are technically not required

We only use cookies and tracking mechanisms if you have given us your prior consent in each case. With the exception of the cookie that saves the current status of your privacy settings (selection cookie). This cookie is set based on legitimate interest.

We distinguish between two sub-categories with regard to these cookies and tracking mechanisms:

4.2. Comfort Cookies

These cookies facilitate operation and thus allow you to browse our online service more comfortably; e.g. your language settings may be included in these cookies.

4.3 Marketing cookies and tracking mechanisms

General

By using marketing cookies and tracking mechanisms we and our partners are able to show you offerings based on your interests, resulting from an analysis of your user behavior:

- Statistics:

By using statistical tools, we measure e.g. the number of your page views.

- Conversion tracking:

Our conversion tracking partners place a cookie on your computer ("conversion cookie") if you accessed our website via an advertisement of the respective partner. Normally these cookies are no longer valid after 30 days. If you visit certain pages of our website and the cookie has not yet expired, we and the relevant conversion partner can recognize that a certain user clicked on the advertisement and thereby was redirected to our website. This can also be done across multiple devices. The information obtained by means of the conversion cookie serves the purpose of compiling conversion statistics and recording the total number of users who clicked on the respective advertisement and were redirected to a website with a conversion tracking tag.

- Social plugins:

Some of the pages of our online service involve content and services of other providers (e.g. Facebook, Twitter) which also may use cookies and active modules. For more details regarding social plugins please refer to the section on [social plugins](#)

- Retargeting:

These tools create user profiles by means of advertising cookies or third-party advertising cookies so called "web beacons" (invisible graphics that are also called pixels or tracking pixels), or by means of comparable technologies. These are used for interest-based advertising and to control the frequency with which the user looks at certain advertisements. The relevant provider is the controller responsible for the processing of data in connection with the tool. The providers of the tools might disclose information also to third parties for the purposes mentioned above. Please note the data protection notices of the relevant provider in this context.

Please note that using the tools might include transfer of your data to recipients outside of Türkiye where there is no adequate level of data protection pursuant to the LLPD (e.g. the USA). For more details in this respect please refer to the following description of the individual marketing tools.

Name: Google Maps

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google”).

Function: Loading the map requires that you activate the corresponding plugin. If you activate the plugin, data will be transmitted to Google and the Google DoubleClick advertising network contacted. This may trigger further data processing operations over which we have no control. If the map is loaded, cookies are also used.

To find out more about the scope and purpose of Google Maps’ activities to collect, further process, and use data, about possible transfers of personal data to third countries such as the United States, about your rights and the data protection options available to you, please consult Google’s privacy policy.

4.4 Management of cookies and tracking mechanisms

You can manage your cookie and tracking mechanism settings in the browser and/or our privacy settings.

Note: The settings you have made refer only to the browser used in each case.

4.4.1 Deactivation of all cookies

If you wish to deactivate all cookies, please deactivate cookies in your browser settings. Please note that this may affect the functionality of the website.

5. Social Plugins

In our Online Offers we use so-called social plugins from various social networks. They are individually described in this section.

When using plugins, your internet browser creates a direct connection to the respective social networks’ server. Hereby the respective provider receives the information that your internet browser accessed from the respective site of our Online Offers - even if you do not have a user account with this provider or are currently not logged into your account. Log files (including the IP address) are, in this case, directly transmitted from your internet browser to a server of the respective provider and might be stored there. The provider or its server may be located outside Türkiye (e.g. in the United States).

The plugins are standalone extensions by social network providers. For this reason, we are unable to influence the scope of data collected and stored by them.

Purpose and scope of the collection, the continued processing and usage of data by the social network as well as your respective rights and setting options to protect your privacy can be found by consulting the respective social network’s data protection notices.

In case you do not wish social network providers to receive and, if applicable, store or use data, you should not use the respective plugins.

5.1. Facebook plugins

Facebook is operated by Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). Find an overview over Facebook's plugins and their appearance here: <https://developers.facebook.com/docs/plugins>; find information on data protection at Facebook here: <http://www.facebook.com/policy.php>.

5.2 Twitter (X) plugins

Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA and Twitter International Company, One Cumberland Place, Fenian Street Dublin 2, D02 AX07 Ireland ("Twitter"). Find an overview over Twitter's plugins and their appearance here: <https://developer.twitter.com/en/docs/twitter-for-websites/overview.html>; find information on data protection at Twitter here: <https://twitter.com/privacy>

6. YouTube

Our Online Offers use the YouTube video platform which is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland („YouTube”). YouTube is a platform which allows the playback of audio and video files.

When you access a respective site of our Online Offers that contains an embedded YouTube player, this creates a connection to YouTube so that the video or audio file can be transmitted and played back. In doing so, data is transferred to YouTube as a data controller. We are not responsible for the processing of such data by YouTube.

Additional information on the scope and purpose of collected data, on further processing and usage of data by YouTube, on your rights and the privacy options available to be chosen by you, can be found in YouTube's data protection notice.

7. Content Delivery Network of Microsoft Azure

In order to optimize the loading times of our online offer, we use Azure Content Delivery Network (CDN) Services. Providers are Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA and Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18 D18, Ireland.

The CDN helps to provide the content of our online offer — especially large media files such as graphics, text, or scripts — more quickly with the help of a network of geographically distributed servers, thereby reducing loading times.

The use of the CDN services is based on our overriding legitimate interest within the meaning of article 6 section 1 lit. f GDPR in the efficient provision of our online offer.

In context of this processing, personal data is transmitted to the USA. The transmission is based on European Standard Contractual Clauses in which Microsoft guarantees to comply with the European data protection law for its provided services.

Further information on privacy in connection with Microsoft's CDN service is available here: <https://azure.microsoft.com/en-us/support/legal/>. Microsoft's privacy policy can be found here: <https://privacy.microsoft.com/en-us/privacystatement>.

8. External links

Our Online Offers may contain links to internet pages of third parties, in particular providers who are not related to us. Upon clicking on the link, we have no influence on the collecting, processing and use of personal data possibly transmitted by clicking on the link to the third party (such as the IP address or the URL of the site on which the link is located) as the conduct of third parties is naturally beyond our control. We do not assume responsibility for the processing of personal data by third parties.

9. Security

Our employees and the companies providing services on our behalf, are obliged to confidentiality and to compliance with the applicable data protection laws.

We take all necessary technical and organizational measures to ensure an appropriate level of security and to protect your data that are administrated by us especially from the risks of unintended or unlawful destruction, manipulation, loss, change or unauthorized disclosure or unauthorized access. Our security measures are, pursuant to technological progress, constantly being improved.

10. User Rights

To enforce your rights, please use the details provided in the "Contact" section (see no. 11). In doing so, please ensure that an unambiguous identification of your person is possible.

- a) Learn whether or not your personal data have been processed,
- b) If your data have been processed, request information about it,
- c) Learn the purpose of processing of the personal data and whether data are used in accordance with their purpose,
- d) To know the third parties to whom personal data is transferred in or outside of the country,
- e) To request correction of personal data if it is incomplete or incorrectly processed,
- f) Request deletion or destruction of personal data,
- g) To request notification of the operations made as per indents (e) and (f) to third parties to whom personal data is transferred,

- h) Object to the emergence of a result against you by analyzing your processed personal data exclusively with automated systems,
- i) Request compensation for the damages in case you incur damages due to unlawful processing of personal data.

10.1 Withdrawal of consent

In case you consented to the processing of your data, you have the right to revoke this consent at any time with effect for the future. The lawfulness of data processing prior to your withdrawal remains unchanged.

11. Contact

To assert your rights please use the following link:

https://www.bosch-sanayiticaret-anonimsirketi.com.tr/media/data_protection/data-subject-rights.pdf

Data Protection and Information Security Department

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