

1. Purpose of This Policy

This Privacy Policy describes how Mzibri Sozer collects, uses, shares, and protects personal information obtained through our websites, applications, events, and marketing campaigns (collectively referred to as the “Services”). We are committed to handling all personal data responsibly, transparently, and in full compliance with applicable privacy and data protection laws, including the **Law on the Protection of Personal Data No. 6698 (KVKK)**, the **General Data Protection Regulation (GDPR)**, and the **California Consumer Privacy Act (CCPA)**.

2. Information We Collect

We may collect personal information directly from you, automatically when you use our Services, or from third parties acting on our behalf. The types of information we collect may include your name, email address, phone number, IP address, cookie identifiers, and other technical data related to your use of our websites or events.

We may also collect information regarding event participation, communication preferences, and interactions with our campaigns or digital platforms.

We do not knowingly collect data from anyone under the age of 18 without verified parental or guardian consent, in accordance with COPPA (Children’s Online Privacy Protection Act).

3. How We Use Personal Information

We process personal information for legitimate business purposes, including:

- To provide, organize, and manage events and digital marketing activities.
- To communicate with participants, clients, partners, and sponsors.
- To process event registrations, inquiries, and customer requests.
- To personalize content, improve our platforms, and enhance user experience.
- To comply with legal and regulatory obligations.
- To safeguard our rights, property, and the safety of our users, attendees, and staff.

All processing activities are carried out based on consent, contractual necessity, or legitimate business interest as defined by applicable data protection regulations.

4. Cookies and Tracking Technologies

Our websites and digital services use cookies and similar technologies to recognize users, analyze site performance, and improve functionality. Cookies help us measure engagement, remember user preferences, and enhance our marketing efforts.

You can manage or disable cookies through your browser settings. However, some website features may not function properly if cookies are disabled. For more detailed information, please refer to our Cookie Policy.

5. Data Sharing and Disclosure

We do not sell personal data for monetary gain. However, we may share personal information under specific circumstances, including:

- With our **partners and sponsors** to facilitate joint events, sponsorship collaborations, and marketing initiatives.
- With **service providers** who perform technical, logistical, or operational tasks on our behalf, such as IT support, hosting, analytics, and communication systems.
- With **regulatory authorities or law enforcement agencies** when required by applicable law or to protect our legitimate interests.

All third parties receiving personal data are contractually obligated to maintain the confidentiality and security of such information and to process it only as instructed by Mzibri Sozer.

6. International Data Transfers

Some of our partners, sponsors, or service providers may be located outside Türkiye or the European Economic Area (EEA). In such cases, we ensure that appropriate data-protection safeguards are implemented, such as Standard Contractual Clauses, adequacy decisions, or equivalent mechanisms that ensure compliance with applicable laws.

7. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected. Retention periods are determined by legal requirements, contractual obligations, and our legitimate business needs. Once the retention period expires, data is securely deleted, anonymized, or archived in accordance with applicable law.

8. Your Rights

Depending on your jurisdiction, you may have certain rights regarding your personal information. These may include the right to access your data, request corrections, object to processing, request deletion, restrict processing, or withdraw consent.

You may also have the right to data portability and the right to file a complaint with a supervisory authority such as the Turkish Data Protection Authority (KVKK) or your local data protection regulator.

Requests regarding your personal information may be submitted to **privacy@mzibrisozer.com** or by mail to our registered address.

9. Data Security

We implement appropriate technical and organizational measures to safeguard personal data against unauthorized access, loss, misuse, or alteration. This includes encryption, secure servers, and restricted data access on a need-to-know basis.

While we take every reasonable step to protect personal data, no system is entirely immune from risks. Users share information with us at their own discretion and risk.

10. Third-Party Links and External Services

Our platforms may include links to third-party websites, applications, or social media platforms. These third parties operate independently and are governed by their own privacy policies. Mzibri Sozer is not responsible for the content, security, or privacy practices of external websites.

11. Updates to This Policy

We may update or modify this Privacy Policy periodically to reflect changes in our business operations, technology, or legal requirements. The revised version will be posted on our website with an updated “Effective Date.” Continued use of our Services after such updates constitutes acceptance of the revised Privacy Policy.