



Alliance Kozmetik Sanayi ve Ticaret A.Ş.
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Clarification Text on the Protection and Processing of Personal Data

Last updated: 23.09.2025

At www.biomagic.com.tr (“Website”), we prioritize the security of your personal data. Within this scope, as the data controller under the **Turkish Personal Data Protection Law (KVKK) No. 6698**, we process your personal data as described below.

1. Data Controller

Your personal data is processed by **ALLIANCE KOZMETİK Sanayi ve Ticaret A.Ş.** in accordance with KVKK and relevant legislation.

2. Processed Personal Data

During your use of our website, the following data may be collected:

- Contact information (name, surname, e-mail, phone, address)
 - Transaction security data (IP address, log records, cookie data)
 - Marketing data (campaign preferences, shopping/product interests)
 - Your opinions, suggestions, and requests
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3. Purposes of Personal Data Processing

Your personal data is processed for the following purposes:

- Ensuring the secure operation of the website
 - Responding to your communication requests
 - Carrying out order, payment, and delivery processes
 - Customer satisfaction activities and complaint management
 - Sending campaigns, announcements, and notifications
 - Fulfilling legal obligations
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4. Transfer of Personal Data

Your personal data may be shared within legal limits in accordance with Articles 8 and 9 of KVKK:

- With our business partners
 - With our suppliers
 - With legally authorized public institutions and organizations
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5. Method of Collection and Legal Basis

Your personal data is collected through:

- Website forms
- Cookies
- E-mail and telephone communications
- Physical or digital contracts

and is processed based on the legal grounds specified in Articles 5 and 6 of KVKK (establishment of a contract, fulfillment of legal obligations, legitimate interest, explicit consent).

6. Your Rights under KVKK

As a data subject under Article 11 of KVKK, you have the right to:

- Learn whether your personal data is being processed
 - Request information if your data has been processed
 - Learn whether your data is used in accordance with its purpose
 - Know the third parties to whom your data is transferred domestically or abroad
 - Request correction if your data is incomplete or inaccurate
 - Request deletion or destruction of your data
 - Object to the processing of your data
 - Claim compensation in case of damage
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7. Contact

You can submit your requests regarding your rights in writing or through methods determined by the **Personal Data Protection Board**:

ALLIANCE KOZMETIK Sanayi ve Ticaret A.Ş.

Email: info@alliancekozmetik.com"

Phone: +90 212 5889153