

Appia Global Personal Data Protection and Privacy Policy

Effective Date: 13.11.2025

Appia Global Digital Logistics and Fulfillment Services (“Appia Global” or the “Company”) places great importance on the protection of personal data and processes, stores, and safeguards users’ personal data in accordance with the **Turkish Personal Data Protection Law No. 6698 (KVKK)** and the **European Union General Data Protection Regulation (GDPR)**.

This policy explains for what purposes Appia Global collects personal data, how such data is processed, stored, shared, and what rights users have.

1. Data Controller Information

Company Name: Appia Yazılım Limited Şirketi

Email: info@appiaglobal.com

Website: www.appiaglobal.com

Appia Global acts as the **data controller** with respect to the processing of users’ personal data.

2. Processed Personal Data

The categories of personal data processed by Appia Global include:

- **Identity Information:** Name, surname, Turkish ID number, date of birth
 - **Contact Information:** Email address, phone number, address, IP address
 - **Customer Transaction Data:** Orders, shipments, invoices, returns, and payment records
 - **Financial Data:** Bank account number, IBAN, payment information (masked)
 - **Location Data:** Location information during delivery, warehousing, or shipment tracking processes
 - **Visual/Audio Data:** Camera recordings, call center audio recordings
 - **Marketing Data:** Cookies, user preferences, campaign interaction data
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3. Purposes of Processing Personal Data

Appia Global processes personal data for the following purposes:

- Execution of logistics, shipping, fulfillment, and warehousing services
 - Management of orders, returns, shipment tracking, and delivery processes
 - Creation and management of user accounts and memberships
 - Fulfillment of invoicing, accounting, and legal obligations
 - Management of customer relations and support services
 - Sending marketing and campaign communications (subject to user consent)
 - Improvement of Appia Global services, analysis, and reporting
 - Internal security, fraud prevention, and audit activities
 - Ensuring warehouse and facility security (camera recordings)
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4. Conditions for Processing and Transfer of Personal Data

Personal data is processed in accordance with Articles 5 and 6 of KVKK.

Personal data may be processed or transferred without explicit consent in the following cases:

- Where explicitly required by law
- Where directly related to the establishment or performance of a contract
- Where necessary to fulfill legal obligations
- Where consent cannot be obtained due to actual impossibility
- Where processing is necessary for legitimate interests
- Where explicit consent has been given

For the purpose of service execution, personal data may be transferred:

- **Domestically:** To business partners, suppliers, solution partners, logistics and warehousing companies, accounting and legal advisors
- **Internationally:** To server providers and affiliates located in European Union countries

Such transfers are carried out in accordance with **KVKK Article 9** and **GDPR Articles 45–49**.

5. Method and Legal Basis of Data Collection

Personal data may be collected through the website, mobile application, call center, email, WhatsApp support line, customer agreements, and online forms.

The legal bases for data processing include:

- Establishment or performance of a contract
- Legitimate interest
- Legal obligation
- Explicit consent

6. Rights of the Data Subject

Pursuant to Article 11 of KVKK, data subjects have the following rights:

1. To learn whether personal data is being processed
2. To request information if personal data has been processed
3. To learn the purpose of processing and whether data is used in accordance with such purpose
4. To know the third parties to whom personal data is transferred domestically or abroad
5. To request correction of incomplete or inaccurate data
6. To request deletion, destruction, or anonymization of personal data
7. To request notification of third parties to whom correction or deletion has been communicated
8. To object to results arising against the data subject due to automated processing
9. To request compensation for damages

Requests may be submitted in writing to **kvkk@appiaglobal.com**.

7. Retention Period of Personal Data

Appia Global retains personal data only for the period required by the purpose of processing or as mandated by legal obligations.

Upon expiration of such periods, personal data is securely deleted, anonymized, or destroyed.

8. Security of Personal Data

Appia Global implements necessary technical and administrative measures to ensure data security, including:

- SSL-encrypted data transmission
- Encrypted server infrastructure
- Firewall and antivirus protection
- Authorized access control policies
- Employee awareness and training programs

In the event of a data breach, affected users and the Turkish Data Protection Authority will be notified without delay.

9. Cookie Policy

Appia Global’s website and mobile application use cookies to improve user experience.

Types of Cookies:

- **Mandatory Cookies:** Required for core site functionality
- **Performance Cookies:** Analyze user behavior
- **Functional Cookies:** Remember user preferences
- **Advertising Cookies:** Provide personalized content based on interests

Cookies collected through third-party providers (Google, Meta, TikTok, etc.) are anonymized. Users may delete or block cookies through their browser settings at any time.

10. Explicit Consent Statement

By using Appia Global services, I hereby give my explicit consent for my personal data to be processed under KVKK and GDPR for the following purposes:

- Management of membership and account operations
- Execution of order, shipment, return, and invoicing processes
- Sending product, service, campaign, promotion, and informational messages
- Conducting analysis and satisfaction studies to improve service quality
- Transfer of data to domestic and international business partners

I acknowledge that I may withdraw my consent at any time by contacting **kvkk@appiaglobal.com**.

11. Data Retention and Destruction Policy

Appia Global retains personal data for the following periods in compliance with legal requirements:

Data Type	Retention Period
Customer and Order Data	10 years
Financial and Invoicing Records	10 years
Camera Recordings	30 days
Marketing and Consent Records	2 years
Support Requests	3 years

During the retention period, appropriate technical security measures are applied. Upon expiration, data is destroyed through deletion, destruction, or anonymization.

Appia Global performs periodic destruction processes twice a year (January and July).

12. Policy Amendments

Appia Global may update this Privacy and Personal Data Protection Policy in line with legal or operational requirements.

The updated policy enters into force upon publication on www.appiaglobal.com.

13. Contact

For requests within the scope of KVKK and GDPR, you may contact us via:

✉ **Email:** info@appiaglobal.com

Appia Global is committed to protecting user privacy.
This policy applies to all digital, logistics, warehousing, shipping, and customer interaction processes conducted by Appia Global.