

Information Regarding Identification Technologies ^{PDF}

As Getir Perakende Lojistik A.Ş. ("**Getir**"), we use identification technologies to ensure that users make the best of their mobile application experiences.

With this notice we aim to inform you about what personal data we collect through these technologies, how we process this personal data and your rights.

For all your questions regarding the processing of your personal data, you may contact us at kisiselveriler@getir.com.

What are the Identification Technologies?

Identification technologies enable us to record certain actions of the Getir mobile application users. Identification technologies allow us to match the device ID with the actions you perform in the application.

What are my personal data that Getir processes through identification technologies?

Through identification technologies, your personal data related to device ID, user ID, the movements/operations you perform on the application (for example, the areas you click on in the mobile application, the products you add to the basket) are processed.

Besides, if you fill in your address information or add a favorite product before logging in/creating a membership, this information is also processed. Your location information is also processed via your mobile device.

Analyzes are conducted to ensure you get the most out of our services. In this context, your information obtained as a result of the analysis of your above-mentioned data is also processed.

How is personal data collected through identification technologies?

Identification technologies are used in both cases where you use the Getir mobile application with or without account registration. The transactions you perform in the application before creating an account are matched with your device ID. After you create an account, the transactions you perform after registration are matched for the same device ID.

Personal data is collected through identification technologies via automated methods.

Why identification technologies are used?

Our purposes for using identification technologies are as follows:

To ensure that users realize their mobile application experiences in the best way,

To learn the interaction of users with the mobile application and how they use the mobile application,

In case you create an account, to ensure that your information and transactions before the account registration can be used,

To speed up your transactions the next time you use the mobile application,

To improve the mobile application operation and content,

To statistically evaluate the use of mobile application,

To conduct analyzes to ensure you get the most out of our services,

To ensure that the content in the mobile application is presented in the most effective way for you and your device.

What are the legal grounds of processing personal data through identification technologies?

We process your personal data collected through identification technologies based on the legal grounds stated in the Article 5 of the Law on the Protection of Personal Data. We stated these legal grounds below:

Establishment, execution or protection of a right,

Processing is necessary for Getir's legitimate interests.

Is personal data collected through identification technologies transferred to third parties?

We get services from third-parties within the country and outside the country for the use of some identification technologies. In this context, we transfer your personal data to suppliers and business partners for the purpose of receiving product/service support from third parties, improving the operation and content of our mobile application and conducting analyzes to make the most of our services.

How Can I Use My Rights Regarding My Personal Data?

Article 11 of [the Law on the Protection of Personal Data](#) regulates the rights of data subjects (natural persons whose personal data are processed). You may use the following methods to exercise your rights specified in this Article and submit your requests to Getir:

1. You may send your request to kisiselveriler@getir.com by using your e-mail address registered in our systems.
2. You may send your requests in written to Etiler Mah. Tanburi Ali Efendi Sok. Maya Residences Sit. T Blok No:13/334 Beşiktaş/İstanbul.
3. You may use the other methods stated in [the Communiqué on the Application Procedure and Principles to the Data Controller](#).

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