

## MARQBY | PRIVACY POLICY

MARQBY is a platform that offers protection and management of intellectual property rights. It attaches importance to the confidentiality and security of the information shared by Users as well as their personal data. Personal data obtained during your use of MARQBY is processed by MARQBY in accordance with the Personal Data Protection Law No. 6698 ("Law") within the scope explained below. You can access detailed information about the processing of your personal data and explanations about your rights via the Informing Text<sup>1</sup>.

### Protection of Confidential Information

MARQBY has adopted the principle of ensuring the confidentiality of the information you share and ensuring access only by authorized personnel. From the information you provide, trademark, logo, design images, invention information are kept within MARQBY and protected as confidential information until it is published by the trademark and patent offices after the application. The conditions that MARQBY and Users must pay attention to within this scope are regulated in the Terms of Use<sup>2</sup>.

### Personal Data and Their Processing

Personal data is any information that shows the personal, professional and family characteristics of an individual, and that is capable of distinguishing that individual from other individuals and revealing his/her qualifications. Any process that begins with the first acquisition of personal data by fully or partially automatic or non-automatic means, provided that it is part of any data recording system, and all subsequent processing is defined as data processing.

Personal data required for the performance of the services provided by MARQBY and membership in the modules is collected due to the establishment or execution of the contract. You may review the Informing Text<sup>3</sup> to get information about the processing, storage, transfer and destruction of your personal data and your rights.

### Data Controller

Data controller refers to the natural person or legal entity who determines the means of data processing and is responsible for establishing and managing the data recording system. MARQBY is the data controller for the modules provided, and the data processor in terms of links directed outside the platform and intermediary services.

### Purposes of Data Processing:

- Application and Follow-up of Your IP Rights

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<sup>1</sup> Referred document can be accessed through footer link provided at <https://app.marqby.us/> or directly via <https://static.marqby.us/documents/en-informing-text.pdf>

<sup>2</sup> Referred document can be accessed through footer link provided at <https://app.marqby.us/> or directly via <https://static.marqby.us/documents/en-brand-terms-of-use.pdf> and <https://static.marqby.us/documents/en-portfolio-terms-of-use.pdf>

<sup>3</sup> Referred document can be accessed through footer link provided at <https://app.marqby.us/> or directly via <https://static.marqby.us/documents/en-informing-text.pdf>

- Preparation of Trademark Similarity Report and Risk Analysis
- Fulfilling Legislative Obligations
- Conducting Communication Activities
- Carrying out Storage and Archiving
- Ensuring the Security of Data Controller Operations
- Creating and Tracking User and Member Records
- Execution of Information Security Processes
- Providing Information to Legally Authorized Persons, Institutions and Organizations

### **Transfer of Personal Data:**

Your personal data obtained as a result of your use of the Platform may be transferred to our business partners (attorneys) and legally authorized public institutions and private individuals (patent and trademark offices), in line with the purposes of processing your personal data, within the scope of the personal data processing conditions and purposes specified in Articles 8 and 9 of the Law.

Since it is mandatory for your international IP applications to be carried out abroad, your personal data may be transferred to official trademark and patent offices and business partners abroad. Your personal data is not transferred abroad during the research and reporting phase in the Brand module and in local applications.

### **Legal Grounds of Data Processing:**

Any information that makes your identity specific or identifiable depicts personal data. Marqby collects and processes your personal data within the scope of Brand and Portfolio services. Marqby processes your personal data for the execution of the contract within the scope of application, registration and tracking (Brand) and IP management (Portfolio). We hereby inform you that, you retain the rights in accordance with Article 11 of the Law as data subject. Please review our Informing Text<sup>4</sup> to get more detailed information about your personal data and rights.

### **Security Measures Taken for the Security of Data Subjects**

In line with the importance our Company attaches to protecting personal data and ensuring data security, Marqby takes adequate technical and administrative measures to ensure the appropriate level of security for data security, in accordance with Article 12 of the Law.

We utilize cookies to enable you to benefit from our website in the most efficient way and to improve your user experience. If you do not prefer cookies to be used, you can delete or block cookies from your browser settings. However, we would like to kindly remind you that this may affect your use of our website. Unless you change your cookie settings on your browser, we continue to assume that you accept the use of cookies on the Platform.

Furthermore, Marqby statistically processes the number of visitors in each module, and transaction security data of visitors with the Platform in order to improve its database and the platform. In statistical studies, data minimization and data security through anonymization are provided.

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<sup>4</sup> Referred document can be accessed through footer link provided at <https://app.marqby.us/> or directly via <https://static.marqby.us/documents/en-informing-text.pdf>

## **Security of Credit Card Information**

Your credit card information is not stored in our system. When entering your credit card information, you are expected to make sure that you are using antivirus on your device, that you are making transactions in an area that is not visible to everyone, and that you are conducting transactions on a secure network. In case of doubt, please contact your bank. You must check your recipient and billing information before each transaction, update it if necessary, and check it after the transaction.

Marqby processes your personal data in accordance with the general principles of the Personal Data Protection Law No. 6698 and by taking the necessary technical and administrative data security measures. The right is reserved to make changes to the Privacy Policy due to new methods, updates or regulations determined by the legislation or the Board.

### **Updating this Policy:**

This Policy may be updated due to legal, technical and operational requirements. For this reason, we recommend reading this Policy periodically to follow the updates on the Platform. You can always send your questions to [info@marqby.com](mailto:info@marqby.com)

*kindest regards,*

**Marqby team**