

Transparent and **Fast Flow of Product Information**



We are attentive to ensure a responsible and transparent information process management, and we work to ensure that our customers have detailed information about product contents. Accordingly, in 2020, we transparently shared information on the amounts of energy, carbohydrates, sugar, protein, fiber, fat and salt on the packaging labels of **more than 300** private label food products, with our customers. Furthermore, 91 of our 122 private label non-food products have information on how to use them.

Within the scope of another action we have carried out to support conscious shopping, we aim to provide easy access to information about the products we offer on our online channels. The legal regulation under the title of “distance selling (mesafeli satış)”, in **Turkish Food Codex Regulation on Food Labeling and Consumer Information** (Türk Gıda Kodeksi Gıda Etiketleme ve Tüketicileri Bilgilendirme Yönetmeliği), entered into force as of January 1st, 2020. Within the framework of this legal regulation, we ensure that our customers are able to see the label information specified in the relevant regulation of all food products that we sell online, at the purchasing stage, and we work in cooperation with our suppliers in this matter.

You can find the details of this work in the “**Product Quality Control Processes and Inspection**” section of our report.

We continue our activities with the principle of always offering the best quality, healthiest and freshest products to our customers. In line with this principle, we started to use blockchain technology as of 2020, in order to provide transparency throughout the supply chain process of the food products we sell, from the field to the store shelves.



DATA CONSISTENCY AND TRANSPARENCY ROADMAP

As of 2017, we have undertaken the leadership of a global-scale transformation project in the scale of Turkey. Within the scope of retail products, healthy infrastructure should be established between manufacturers and retailers so that consumers can access accurate and reliable information online quickly. Based on this necessity, we work to support our customers in practicing conscious shopping, through transparent product information.

In cooperation with GS1 Turkey, an organization which performs national regulations to ease practices of companies and provide support to them, we continue the activities in the Turkish branch of a project initiated by the **Consumer Goods Forum (CGF)**. The CGF member companies involved in the project ensure that the data flow of all products is carried out in a consistent and transparent manner via the **GS1 barcode system**.

First, retailers get the GS1 verification for the barcode, which has 7 basic parameters for each product sold, and this system generates a data set that is compliant with global standards. Additionally, this system enables retailers to instantly view the information, entered to the product barcode by a manufacturer, anywhere in the world.

The processes of the digitization and standardization of product data are as follows:

- **GS1 verifies the barcode** of each product sold by retailers and virtual marketplaces, **which has 7 basic parameters**.
- **A standard data set**, which will be valid **globally**, is created for each product through the global data model. Each country determines the country data set by adding the basic features needed in their own markets on this set.
- **Data flow between manufacturers and retailers** proceeds through a single platform, ensuring efficiency and data consistency.
- Producers can provide their products and services to consumers better and without any intermediary, and the **informed consumer makes more conscious shopping decisions**.

Within the scope of these works, in order to set an example for the sector in 2020, we have defined the 7 basic product information sets of all our private label food products into the system. **In cooperation with our 19 supplier companies**, the information of **2,400 products** in total was defined on barcodes stored in the GS1 infrastructure. We aim to have a valid barcode issued by GS1, for all products on sale, by the end of 2021. We also closely follow the 2D barcode system that GS1 aims to initiate in 2027.



Privacy and **Data Security**

Through our **Privacy and Data Security Policy, Personal Data Protection and Processing Policy, Personal Data Retention, and Disposal Policy** and our Clarifying Information we have prepared based on processes, we explain in detail which data of our customers are collected, for what purpose this data is used and transferred, how the security of this data is ensured, and the storage and destruction processes.

On our corporate website, we share clarifying information and all updates and information regarding the protection of personal data.

In 2020, we were not notified by official authorities of a personal data security breach. Furthermore, actions are taken in line with the demands of our customers and all data are deleted in accordance with the regulations and the legislation.

In 2020, personal information of a total of 410 customers were deleted in response to their requests. In addition, in 2020, a total of 257 customers' requests for information about their personal data within the scope of human rights were answered. Our PDPL (Personal Data Protection Law) Committee, which includes our Chief Information Officer and

representatives of Information Security, Law, CRM, Customer Interaction, Sales, HR, Industrial Relations and Accounting units, covers, evaluates and provides process management the issues within the framework of data security and privacy, and protection of personal data.

In 2020, 29,747 employees received online training on Personal Data Protection Law. In addition, 722 administrative unit employees watched our training videos aimed at raising awareness on information security.

