

INTEGRATED MANAGEMENT SYSTEM POLICY

As Hedef Medya Tanıtım İnteraktif Medya Pazarlama A.Ş., within our information security and business continuity policy;

- Managing information assets, determining the security values, needs and risks of assets, developing and implementing controls for security risks,
- To define the framework in which the methods will be determined for the determination of information assets, values, security needs, vulnerabilities, threats to assets, and the frequency of threats,
- Define a framework for evaluating the confidentiality, integrity, accessibility effects of threats on assets,
- To reveal the working principles for the processing of risks,
- To monitor the risks continuously by reviewing the technological expectations in the context of the scope of service,
- To meet the information security requirements arising from the national or international regulations to which it is subject, fulfilling the legal and relevant legislation requirements, meeting the obligations arising from the agreements, and corporate responsibilities towards internal and external stakeholders,
- To reduce the impact of information security threats on service continuity and to contribute to continuity,
- To have the competence to respond quickly to information security incidents that may occur and to minimize the impact of the incident,
- Maintaining and improving the level of information security over time with a cost-effective control infrastructure,
- To improve the corporate reputation, to protect it from negative effects based on information security,
- To ensure the continuity of the Information Security Management System,
- To continuously improve Information Security and Business Continuity Management Systems in accordance with international standards,
- To plan, create, implement and maintain the Business Continuity Management System,
- To continue our work by preserving the image of a reliable, reputable and solid company,
- To ensure the continuity of our products and services within the scope of the Business Continuity Management System,
- To prepare our business continuity plans, taking into account the expectations of our customers, corporate policies and legal obligations,
- Implement regular drills to ensure our plans work in emergencies

we are committed.

GENEL MÜDÜR