

Cookie Privacy Notice

On Processing of Personal Data

We use tracking technologies such as cookies, pixels, gifs ("**Cookies**") placed on your pad, mobile phone or computer during your use or visit of our online platforms such as our websites and mobile applications. By means of cookies, the servers of our websites and our applications recognize your devices, such as your language preferences, your saved username and passwords or assist on managing the traffic on the Web Site. Cookies also help us improve our software to provide you with a better experience by analyzing the number and audience of visitors using our web site or application and in case you prefer; help us to personalize the advertisements you display during your internet usage.

Your personal data may be processed by Zer Merkezi Hizmetler ve Ticaret A.Ş. ("**the Company**" or "**KOCZER**") regarding the use of cookies used on <https://www.koczer.com/en> ("**Platform**" or "**Web Site**") as the data controller in accordance with the Personal Data Protection Law No. 6698 ("**the Law**") within the scope specified below.

The purpose of this Cookie Privacy Notice is to inform you on the processing of the personal data obtained during the processing of personal data through the collection of personal data via cookies and pixels on the Platforms. In this Privacy Notice, we wish to explain which cookies are used for which purposes and how you may control such cookies.

As Zer Merkezi Hizmetler ve Ticaret A.Ş., we may decide not to use some cookies used on our Web Site, change their types or functions, or add new cookies to our Web Site. Therefore, we reserve the right to amend the provisions of this Cookie Privacy Notice at any time. All kinds of amendments made on the current Cookie Privacy Notice shall enter into force when they are published on the Web Site or at any other publicly open channel. You may find the last update date at the end of this Cookie Privacy Notice.

You may find the detailed information regarding the purposes of processing of your personal data by our Company at <https://www.koczer.com/en/personal-data-protection>

Legal Grounds and Purposes for Processing Personal Data

As KOCZER, your personal data collected through the Cookies used on our Platform may be processed for the purposes set forth below ("**Purposes**") and for the legal grounds in scope of the conditions and purposes specified in Article 5 of the Law. Depending on the type of Cookies used, the data processing purposes and the conditions for data processing under the Law on which we rely may change.

Below you may find the different types of Cookies used on the Platform. Both first party cookies (placed by the Platform you visit) and third-party cookies (placed by servers other than the Platform you visit) are used on the Platform.

Essential Cookies

The use of certain cookies is mandatory for the correct functioning of our Platform. These cookies are used for the purpose of performing basic functions necessary for the functioning of the Platform. For example, identity verification cookies which are enabled when you log in on our Web Site are used to continuation of your session when you change pages on our Web Site. For the data processing activities conducted by use of these cookies, we rely on the data processing condition envisaged as "**being necessary to process personal data of the parties of the contract, provided that it is directly related to the establishment or performance of the contract**" under Article 5 of the Law.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Category	Duration of Cookie	Cookie Type
https://www.koczer.com/	close_cookie	Stores the user's preferred cookie option.	Essential Cookies	360 days	First party cookie
https://www.koczer.com/	_SourceCookie	Stores the user's session information.	Essential Cookies	During session	First party cookie
https://www.koczer.com/	__RequestVerificationToken	Used to validate form data submitted from the page.	Essential Cookies	During session	First party cookie
https://www.koczer.com/	LangCookie	Stores the user's preferred language option.	Essential Cookies	During session	First party cookie

Advertisement and Social Media Cookies

These cookies allow the collection of information about your use of social media. For example, cookies can be used to use the information of your Facebook accounts to create personalized ads or to conduct market research. For the data processing activities conducted during the use of these cookies, we rely on the data processing condition envisaged as **“your explicit consent”** within the scope of Article 5 of the Law.

Personalized advertising cookies are used to promote personalized products and services in accordance with your screening history and visitor profile on the Platform or in channels other than the Platform. Additionally, we may enter into business partnerships for the advertisement and promotion at our Web Site or at another platform. For example, cookies may be used to monitor whether you have clicked to an advertisement on our Web Site or whether you have benefitted from that service at the Web Site directed by that advertisement after being interested. For the data processing activities conducted during the use of these cookies, we rely on the data processing condition envisaged as “your explicit consent” within the scope of Article 5 of the Law.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Category	Duration of Cookie	Cookie Type
.doubleclick.net	IDE	It collects information about which products were viewed by the visitor. This is used to optimize the specific visitor's browsing experience on the	Advertisement and Social Media Cookies	1 year	Third party cookie

		website			
https://www.koczer.com/	_gcl_au	Google AdSense is used by websites using its services to experiment with ad performance .	Advertisement and Social Media Cookies	90 days	First party cookie
.bing.com	MUID	It is commonly used as a unique user identifier by Microsoft. The cookie tracks users by synchronizing the ID across multiple Microsoft domains.	Advertisement and Social Media Cookies	1 year	Third party cookie
www.clarity.ms	CLID	It collects data about the user's browsing behavior on the website. This data is used to generate statistical reports and heatmaps for the website owner.	Advertisement and Social Media Cookies	365 days	Third party cookie
.youtube.com	VISITOR_INFO1_LIVE	YouTube employs this cookie to provide bandwidth estimations.	Advertisement and Social Media Cookies	180 days	Third party cookie
.c.clarity.ms	MR	This cookie is used to track visitors on websites. The goal is to show more relevant and engaging ads to	Advertisement and Social Media Cookies	7 days	Third party cookie

		individual users, which in turn is more valuable to publishers and third-party advertisers.			
.google.com	NID	This cookie is used for ad serving, retargeting, and storing user preferences	Advertisement and Social Media Cookies	183 days	Third party cookie
.c.clarity.ms	ANONCHK	It records data on visitors across multiple visits and websites. This information is used to measure the effectiveness of ads on websites.	Advertisement and Social Media Cookies	10 minutes	Third party cookie
.youtube.com	YSC	This cookie is used by YouTube to store and track interactions.	Advertisement and Social Media Cookies	During session	Third party cookie
.c.bing.com	MR	This cookie is used to track visitors across websites. The aim is to display advertisements that are relevant and interesting to the individual user and therefore more valuable to publishers and third-party advertisers.	Advertisement and Social Media Cookies	7 days	Third party cookie

.c.bing.com	SRM_B	Tracks user interaction with the website's search bar function. This data may be used to offer relevant products or services to the user.	Advertisement and Social Media Cookies	1 year	Third party cookie
.c.clarity.ms	SM	Records a unique ID that identifies the user's device during repeat visits across websites that use the same advertising network. The ID is used to allow targeted advertising.	Advertisement and Social Media Cookies	During session	Third party cookie
.youtube.com	VISITOR_PRIVACY_METADATA	This cookie is used to monitor and enrich users' privacy settings on the YouTube platform.	Advertisement and Social Media Cookies	180 days	Third party cookie
.clarity.ms	MUID	It is widely used by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across multiple Microsoft domains.	Advertisement and Social Media Cookies	1 year	Third party cookie
https://www.koczer.com/	_fbp	Used by Facebook to deliver a range of advertising	Advertisement and Social Media Cookies	90 days	First party cookie

		products, such as real-time bidding from third-party advertisers.			
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Performance and Analysis Cookies

Performance cookies allow us to track and analyze the number of people viewing the Platform and the Platform traffic. Through these cookies, we can improve your use of our Web Site and application and the services we provide to you by analyzing performance. For example, with these cookies, we can detect pages most visited by our visitors, whether our Web Site properly functions and potential problems. For the data processing activities conducted during the use of these cookies, we rely on the data processing condition envisaged as **“processing of data is necessary for the legitimate interests pursued by the data controller, provided that this processing shall not violate the fundamental rights and freedoms of the data subject”** within the scope of Article 5 of the Law.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Category	Duration of Cookie	Cookie Type
https://www.koczer.com/	_ga_F8W3MZDRYC	Used by Google Analytics to collect data on how many times a user visits the website, as well as the dates of the first and most recent visit.	Performance and Analysis Cookies	1 year	First party cookie
https://www.koczer.com/	_ga	Registers a unique ID that is used to create statistical data on how the visitor uses the website.	Performance and Analysis Cookies	1 year	First party cookie
https://www.koczer.com/	_clsk	Stores data about the time spent on the website and its subpages during the current session.	Performance and Analysis Cookies	24 hours	First party cookie
https://www.koczer.com/	_clck	Collects data about user navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	Performance and Analysis Cookies	365 days	First party cookie

Method of the Collection of Personal Data

Your personal data are collected via cookies in electronic environment within the scope of fulfilling the above-mentioned Purposes.

Recipient Parties and Purposes for Transferring Personal Data

As KOCZER, your personal data in the scope of the Cookie Privacy Notice and in line with the Purposes set forth above may be transferred to consultants and other technical service providers to whom we receive services based on our legitimate interests, to legally authorized public institutions and legally authorized private persons in case it is expressly stipulated in the laws and within the scope of our legal obligations in accordance with the personal data processing conditions set forth under Article 5 of the Law and the data transfer rules stipulated in Articles 8 of the Law.

Several cookies used on the Platform are provided by the third-party service providers other than the Company. If you give your explicit consent, in line with your explicit consent, your visits, clicks and browsing data showing your behavior on the Platform, your personal information such as your IP address may be transferred to LinkedIn Corporation, Hotjar Inc., Google Inc, Meta Inc. residing abroad, through the use of targeting, advertising and social media cookies, which are used to promote personalized products and services in accordance with your viewing history and visitor profile on the Platform or in channels other than the Platform and to Hotjar Inc. and Google Inc. residing abroad, through the performance and analysis cookies used to track and analyze the number of people viewing the Platform and the Platform traffic in accordance with the personal data processing conditions set forth under Article 5 of the Law and the data transfer rules stipulated in 9 of the Law.

How Can I Control the Use Of Cookies?

The preferences of our visitors and users regarding the use of cookies and similar technologies are essential for us. However, Cookies, which are mandatory for the Platform to function must be used. Additionally, we would like to remind you that some functions of the Platform may not work partially or completely if some cookies are turned off.

You may find below the information on how you may manage your preferences for cookies used on the Platform:

- Visitors may customize their preferences for cookies by changing the browser settings in which they view the Platform. If the browser used by the user offers this feature, it is possible to change the preferences for cookies through the browser settings. Thus, although it may differ according to the features offered by the browser, data subjects may prevent the use of cookies, choose to receive a warning before the use of cookies, or disable or delete only some of the cookies.
- Although the preferences on this subject vary according to the browser used, it is possible to reach the general explanation at <https://www.aboutcookies.org/>. Preferences regarding cookies may need to be made separately for each device from which the visitor accesses the Platform.
- Preferences regarding cookies used by many companies for advertising activities may be managed through Your Online Choices.
- The settings menu of the mobile device may be used to manage cookies on mobile devices.
- You may customize your preferences regarding cookies by changing the settings of your browser.

Adobe Analytics	https://www.adobe.com/uk/privacy/opt-out.html
AOL	https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-onbrowser
Google Adwords	https://support.google.com/ads/answer/2662922?hl=en

Google Analytics	https://tools.google.com/dlpage/gaoptout
Google Chrome	https://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647
Internet Explorer	https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-deletemanage-cookies
MozillaFirefox	https://support.mozilla.com/en-US/kb/Cookies
Opera	https://www.opera.com/browser/tutorials/security/privacy/
Safari:	https://support.apple.com/kb/ph19214?locale=tr_TR

What are Your Rights as the Data Subject?

Data subjects are entitled to the following rights, set forth under Article 11 of the Law:

- To learn whether your personal data are being processed,
- To request information if your personal data have been processed,
- To learn the purpose of the processing of your personal data and whether they have been used accordingly,
- To learn which third parties domestic or abroad your personal data has been transferred to,
- To request rectification in case your personal data has been processed incompletely or inaccurately and to demand the operations in this regard be reported to third parties your

personal data has been transferred to,

- To demand the erasure or destruction of your personal data in the event that the reasons for the processing no longer exist even though it was processed in accordance with the Law and other relevant provisions and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To object to negative consequences to you that are concluded, as a result of analysis of the processed personal data through solely automatic systems,
- To demand compensation for the damages that you have suffered as a result of an unlawful processing of your personal data.

You may convey your applications concerning your rights listed-above, to our Company by completing the KOCZER Data Subject Application Form available at: <https://www.koczer.com/en/personal-data-protection>

Depending on the nature of your request, your application will be concluded as soon as possible, within 30 days at the latest and in principle, free of charge. However, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.

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