

COOKIE PRIVACY NOTICE

This Cookie Privacy Notice ("**Privacy Notice**") has been prepared by Koç Holding Anonim Şirketi ("**Company**") in the capacity as a data controller within the scope of Article 10 of the Law on Protection of Personal Data, numbered 6698 ("**PDP Law**") and the Communiqué on the Principles and Procedures to Be Followed in Fulfilment of The Obligation to Inform.

Tracking technologies such as cookies, pixels, and gifs ("**Cookies**") are small text files placed on your devices such as tablets, phones, or computers during your use of online applications. With the usage of Cookies, the servers of our websites and applications recognize your devices and, for example, remember your language preferences, save usernames and passwords, and manage the traffic on the website. Cookies also help us analyze the number of visitors and audience of our website so that we can improve our software to provide you with a better experience and, if you prefer, to personalize the advertisements you view during your internet use.

According to the PDP Law, your personal data regarding the cookies used on <https://www.koc.com.tr/en> ("**Website**") may be processed by the Company in the capacity as a data controller within the scope described below.

Purposes and Legal Grounds for Processing Personal Data

Your collected data will be processed for the purposes set out below ("**Purposes**") within the personal data processing conditions and purposes specified in Article 5 of the PDP Law. Cookies are used for different purposes on the Website. Depending on the type of relevant cookie used, the data processing purposes, and the data processing conditions under the PDP Law that we rely on when using the relevant cookie may change.

Essential Cookies (Always Active)

Essential cookies are cookies that are placed on your device during your viewing of the Website and are necessary for the proper functioning of the online services offered. For the data processing activities that we carry out during the use of these cookies, we rely on the legal grounds of "***processing of personal data of the parties of a contract is necessary, provided that it is directly related to the establishment or performance of the contract***" and "***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 PDP Law.

Performance and Analytics Cookies (Optional)

Performance cookies allow us to track and analyze the number of people viewing the Website and Website traffic. By means of these cookies, we may obtain information such as which areas on the Website are most frequently or rarely visited and we may optimize the traffic of the Website.

For the data processing activities conducted during the use of cookies where you explicitly request the relevant information society service and during the use of first-party analytical cookies, which are statistical measurement tools and are used for purposes that do not significantly affect the privacy of users, such as obtaining general - statistical information, we rely on the data processing conditions 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***" and "***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 PDP Law.

In cases where you do not explicitly request the relevant information society service, for the data processing activities conducted during the use of cookies and third-party analytical cookies, we rely on your “**explicit consent**” within the scope of Article 5 of the PDP Law.

Personalized Advertising and Marketing Cookies (Optional)

Personalized advertising cookies are used to promote personalized products and services to you on the Website or in media other than the Website in accordance with your viewing history and visitor profile. For the data processing activities that we carry out during the use of these cookies, we rely on the legal ground of “**explicit consent**” within the scope of Article 5 of the PDP Law.

Below you can find the different types of cookies we use on the Website. Both first-party cookies (placed by the Website you visit) and third-party cookies (placed by providers other than the Website you visit) are used on the Website.

Essential Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
TS01856e71	Company	Used for load distribution to reduce the load on the server.	During Session
TS013e7ea2	Company	Used for load distribution to reduce the load on the server.	During Session
next-i18next	Company	Used to store the language option used by the user on the site.	365 days

Performance and Analytics Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
_ga	Company	Used to distinguish users by assigning a randomly generated number as a customer identifier.	365 days
_gid	Company	Used to assign a unique value for each page visited.	1 day
gat*	Google	Used by Google Analytics to reduce the rate of requests to the Website.	1 minute

Personalized Advertising and Marketing Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
_fbp	Company	Facebook Pixel is an advertising first-party cookie. It is used by Facebook to track visits across websites to deliver a range of advertising products, such as real-time bidding from third-party advertisers.	90 days

Recipient Parties and Purposes for Transferring Personal Data

Your personal data collected in line with the fulfillment of the above-mentioned Purposes; may be transferred to consultants from whom we procure services, to technical service providers related to information technology infrastructure and cookies, within the scope of our legitimate interest; to legally authorized public authorities and legally authorized private institutions within the scope of that it is expressly provided in the laws and fulfillment of our legal obligations pursuant to the legal grounds specified in Article 5 of the PDP Law and in accordance with the rules regarding the transfer of personal data specified in Article 8 of the PDP Law.

If you provide your explicit consent, your personal data (identifier, device data) processed by using Google Analytics cookies may be transferred to Google LLC located abroad for the purpose of reporting by analyzing user behavior on the Website, and processed by using Facebook Pixel cookies may be transferred to Meta Inc. located abroad for the purpose of presenting personalized advertisements to users, in accordance with the rules regarding the transfer of personal data specified in Article 9 of the PDP Law within the scope of the data processing conditions set out in Article 5 of the PDP Law.

Method of Personal Data Collection

Your personal data is collected electronically through cookies on the Website within the scope of the fulfillment of the above-mentioned Purposes.

Rights of the Data Subject under Article 11 of the PDP Law

As a data subject, we hereby inform you that you have the following rights under Article 11 of the PDP 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 PDP 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.

In case you convey your requests concerning your above-listed rights, to GIF by filling out the Data Subject Application Form, which is available at <https://www.koc.com.tr/kisisel-verilerin-korunmasi>, depending on the nature of your request, your application will be concluded as soon as possible, within thirty 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.

Cookie Settings through Browser Settings

You may change your preferences regarding cookies at any time by clicking on the "**Edit Cookie Preferences**" field in the footer area on the Website. To do this, turn the buttons on the cookie management panel "on" or "off" according to your preference and click the "**Save Settings**" button. Afterwards; refresh the page to activate your settings.

You may also have partial control over the settings of the browser you use. You can access information on the management of cookies in frequently used browsers via the links below:

Google Chrome <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3Dde%20sktop&hl=en>

MozillaFirefox <https://support.mozilla.org/en-US/kb/enhanced-trackingprotection-firefox-desktop?redirectslug=enable-and-disable-cookies-websitepreferences&redirectlocale=en-US>

Internet Explorer <https://support.microsoft.com/en-gb/windows/deleteand-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

Safari <https://help.apple.com/safari/mac/9.0/#/sfri40732>

Opera <https://help.opera.com/en/latest/web-preferences/>