

COOKIE POLICY WITHIN THE SCOPE OF KVKK

During access to electronic platforms, applications or e-mail messages or advertisements sent by Kentkart on Kentkart's website, small data files which can be used for recording and collecting certain data can be placed on users' computers, mobile phones, tablets or other devices. These data files placed on computers and other devices may be cookies, pixel tags, flash cookies and web beacons, as well as other technologies for data storage purposes. In this Policy, the term "cookie" is used to express cookies and similar technologies that can be used by Kentkart. Although it is possible to collect personal data through cookies, any data collected through cookies may not be considered personal data. For this reason, it should be taken into account that the data obtained through cookies will only be evaluated within the scope of this Policy and the Law on the Protection of Personal Data (KVKK) to the extent that they constitute personal data within the framework of Turkish Law.

1- Types of Cookies

Cookies can be classified in terms of duration or according to the domain name they belong to. Cookies are divided into two as session cookies and persistent cookies if they are classified in terms of duration. Session cookies refer to cookies that are deleted when the user closes the browser, while persistent cookies are cookies that remain on the user's computer/device for a predetermined period of time. If cookies are classified according to the domain name they belong to, they are divided into two as related party cookies and third party cookies. Cookies placed by the visited domain are called related party cookies, while cookies placed by a different domain visited are referred to as third party cookies. In the event that people outside the visited area place a cookie on the user's device through the visited area, that means a third party cookie.

2- Purposes of Use of Cookies

Kentkart can benefit from the cookies which it uses on its website, platforms, applications, advertisements and messages for the following purposes.

- a- **Operational Uses:** We may use cookies that we deem necessary for the administration and security of Kentkart website, platform, application and services. Examples of cookies used for operational purposes are technologies that allow the use of functions on websites, applications and platforms, and cookies used to detect irregular behavior in these channels.
- b- **Uses for Functionality:** Kentkart may use cookies to facilitate the use of the website, platform, applications and services and to customize them for users. Technologies that enable us to remember user information and preferences are examples of cookies used for functionality.
- c- **Performance-Related Uses:** Kentkart may also use cookies to increase and measure the performance of its website, application, platform and services. Examples of cookies used for this purpose are technologies that allow us to understand how users utilize Kentkart website, applications, platforms and services, to analyze user behavior and to understand whether the messages we send are interacted with.
- d- **Uses for Advertising Purposes:** We may use related party cookies and third party cookies for the purpose of transmitting advertisements and similar content for the interests of users through

Kentkart or third parties' websites, platforms and applications. Examples of uses for advertising purposes are cookies that measure the effectiveness of ads and cookies that show whether a particular ad has been clicked or how many times the ad has been viewed.

3. Rejection and Deletion of the Cookies

Although most browsers allow the use of cookies, users can reject or delete cookies at any time by changing their browser settings. The method of changing the settings varies according to the browser used and how to disable cookies should be learned from the service provider for the browser used.

If cookies are disabled, some features of Kentkart website, application, platform and services may not be available.

4- Authorized Service Providers

We can get help from some service providers that we have authorized for the execution and promotion of Kentkart website, platform and applications and services. These service providers will also be able to place cookies and similar technologies (third party cookies) on users' computers/devices and collect information such as IP address, unique identifier and device identifier to identify the user's device.

5- Third Party Sites, Products and Services

Kentkart websites, platforms and applications may contain links to third party websites, products and services. These links are subject to the privacy policies of third parties and it should be noted that third parties and websites of the third parties are independent from Kentkart and Kentkart is not responsible for the privacy practices of third parties. In case of visiting the linked websites, we recommend that you read the privacy policies of these websites.