

## **Cookie Enlightenment Text**

We, as Ata Holding Anonim Şirketi (“**Ata Holding**” or the “**Company**”), use various cookies, pixels, GIFs and several technologies in order to enhance your experience at the time of your use or visit of our websites (“**Site**”), our applications or all our similar online or offline platforms (collectively, the “**Platform**”) which we make available for your use in the digital environment.

Use of these technologies occurs in compliance with the legislation to which we are subject, primarily, Personal Data Protection Law numbered 6698 (the “**Law**”).

The purpose of this Cookie Enlightenment Text is to inform you on processing of personal data that are acquired due to processing of personal data by way of collection of personal data such as cookies and pixels that are used at the time of use of the Platforms. We would like to explain in this text what type of cookies we use and for what purposes and how you can control these cookies.

As Ata Holding, we may discontinue using the cookies which we use on the Platform, change their functions or add new cookies to the Platform. We therefore reserve our rights to change the terms of this Cookie Enlightenment Text at any time. All kinds of changes made on the current Cookie Enlightenment Text will become effective upon being published in the Platform or any public media. You may find the date of last update at the end of the text.

### **Method of and Legal Grounds for Collection of Personal Data**

To enable assessment of the performance of the website, and in order for us to be able to offer you uninterrupted services, how much time you spend on which page and your personal data concerning your previous preferences, are collected within the scope of your visit of the Platform or via electronic cookies due to your use of the Platform. Your collected personal data may be processed within the scope of conditions and purposes of personal data processing set forth in Article 5 of the Law based on the legal grounds of “processing of personal data of parties to the contract being necessary subject to the condition that it is directly related with the establishment or performance of a contract”, and based on the legal grounds of “data processing being compulsory for the legitimate interests of the data controller with the condition not to cause harm to the fundamental rights and freedoms of the data subject” for the purposes set forth in this Cookie Enlightenment Text.

### **To Whom and for What Purposes Personal Data May be Transferred**

As Ata Holding, we may share your personal data within the scope of Cookie Enlightenment Text, limited to achievement of the purposes set out below and within the scope of our legitimate interests in compliance with the legislation, with our group companies, affiliates and subsidiaries, within the scope clearly envisaged in the laws and fulfilment of our legal obligations, with governmental institutions authorised by law and private persons authorised by law. If you accept use of performance and analysis cookies on the Platform, your cookie data may be transferred to Google LLC located abroad.

## Which Cookies Are Used for What Purposes?

As Ata Holding, we use cookies on the Platform for various purposes and process your personal data through these cookies. These purposes are indicated below:

**To ensure functioning of the Platform and provision of related services to you.**

**To analyse the Platform, to raise the performance of the Platform.** For example, integration of different servers on which the Platform functions, determining the number of visitors visiting the Platform and making performance settings accordingly or facilitating for the visitors to find what they search for.

## Cookies Used on the Platform

You may find below different types of cookies we use on the Platform. Both first party cookies (stored by the website you visit) and third-party cookies (stored by servers other than the website you visit) are used.

### Strictly Necessary Cookies

Strictly Necessary cookies are those cookies which are required for proper functioning of online services offered, which are stored in your device at the time of your display of the Platform. For data processing activities we perform at the time of use of these cookies, we rely on data processing conditions of “processing of personal data of parties to the contract being necessary subject to the condition that it is directly related with the establishment or performance of a contract”, and “data processing being compulsory for the legitimate interests of the data controller with the condition not to cause harm to the fundamental rights and freedoms of the data subject” within the scope of Article 5 of the Law.

### Analytical and Performance Cookies

We are able to improve the services we offer to you by analysing your use of the Platform and by way of performance analysis. For example, with the help of these cookies, we determine what pages our visitors display the most, whether the Platform properly functions or not, and potential problems. We rely on the data processing conditions of “data processing being compulsory for the legitimate interests of the data controller with the condition not to cause harm to the fundamental rights and freedoms of the data subject” and “processing of personal data of parties to the contract being necessary subject to the condition that it is directly related with the establishment or performance of a contract”.

You may find below different types of cookies we use on the Platform. Both first party cookies (stored by the Website you visit) and third-party cookies (stored by servers other than the Website you visit) are used on the Website.

Strictly Necessary Cookies			
Cookie Name	Provider	Purpose of use	Period of use
CultureInfo	ataholding.com	Session	throughout the session

<b>__RequestVerificationToken</b>	ataholding.com	Security	throughout the session
<b>CookieSettings</b>	Ataholding.com	Saving Cookie Preferences	throughout the session

<b>Performance and Analytic Cookies</b>			
<b>Cookie Name</b>	<b>Provider</b>	<b>Purpose of use</b>	<b>Period of use</b>
<b>Google Analytics</b>	Google LLC	Tracking entries into Platform and pages displayed	2 years

### How Can I Control Use of Cookies?

Preferences of our visitors and users with respect to use of cookies and similar technologies are essential for us. However, cookies that are strictly required for functioning of the Platform must be used. Additionally, we would like to remind you that, if certain cookies are disabled, some functions of the Platform may not function partly or fully.

Information is given below regarding how you may manage your preferences used on the Platform:

- Visitors have the right to customise their cookie preferences by changing settings of their browser through which they display the Platform. If the browser used allows this, it is possible to change cookie preferences by using browser settings. In this way, although it may differ depending on the possibilities offered by the browser, data subjects have the possibility to prevent use of cookies, prefer receiving warnings before use of cookies or disable or delete only certain cookies.
- Although preferences on this subject vary depending on the browser used, general explanation is available at the address <https://www.aboutcookies.org/>. Cookie preferences may have to be made specifically for each device the visitor uses for accessing the Platform.
- Please [click here](#) for disabling the cookies managed by Google Analytics.
- Please [click here](#) for managing customised advertisement experience provided by Google.
- Preferences regarding cookies used by several companies for advertisement activities may be managed through [Your Online Choices](#).
- Settings menu of the mobile device may be used for managing cookies on mobile devices.
- You may customise your cookie preferences by changing your browser's settings.

Adobe Analytics

<http://www.adobe.com/uk/privacy/opt-out.html>

AOL

<https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-on-browser>

Google Adwords

<https://support.google.com/ads/answer/2662922?hl=en>

Google Analytics

<https://tools.google.com/dlpage/gaoptout>

Google Chrome	<a href="http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647">http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647</a>
Internet Explorer	<a href="https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies">https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies</a>
MozillaFirefox	<a href="http://support.mozilla.com/en-US/kb/Cookies">http://support.mozilla.com/en-US/kb/Cookies</a>
Opera	<a href="http://www.opera.com/browser/tutorials/security/privacy/">http://www.opera.com/browser/tutorials/security/privacy/</a>
Safari:	<a href="https://support.apple.com/kb/ph19214?locale=tr_TR">https://support.apple.com/kb/ph19214?locale=tr_TR</a>

### **What are Your Rights as Data Subject?**

Pursuant to Article 11 of the Personal Data Protection Law, Data Subjects have the following rights:

- to learn whether their personal data have been processed or not,
- to request information if their personal data have been processed,
- to learn the purpose of processing of their personal data and whether they were used in compliance with the purpose,
- to learn about the third persons to whom their personal data have been transferred within the country or abroad,
- to request correction if their personal data have been deficiently or wrongly processed, and to request that the actions performed within this scope should be notified to third persons to whom their personal data were transferred,
- Although having been processed in compliance with provisions of the Personal Data Protection Law and other relevant legislation, the reasons that required processing are no longer available, to request that their personal data be deleted or destroyed, and to request that the procedure within this scope should be notified to third persons to whom the personal data have been transferred,
- to object to obtainment of a result to their disadvantage through analysis of processed data exclusively through automatic means,
- to request indemnification if they incur damage due to unlawful processing of personal data,

You may send your applications in relation to your rights indicated above by filling in the **Data Subject Application Form** which is available at the address [www.ataholding.com.tr](http://www.ataholding.com.tr), or by sending mail to [kvkk@ataholding.com.tr](mailto:kvkk@ataholding.com.tr). Your applications will be finalised within the shortest possible time and within at the latest thirty days depending on the nature of the request, free of charge. However, if the procedure requires any additional cost, you may be required to pay a fee according to the tariff designated by the Personal Data Protection Board.

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