

What is a cookie and for what purposes is it used?

Cookies are small data storage files saved on your computer, mobile phones, tablets or other mobile devices that you access by websites. This file stores information about your Web Site navigation. Thus, the devices you access will remember this data when you use the Website again. Therefore, cookies are necessary and important for you to use the Website effectively and more easily. Cookies are also used on the Website and third party websites so that we can offer you more suitable services, products or offers.

The main purposes of using cookies are;

- The need for some technical data in order to use the Website more effectively,
- Collecting information about your preferences and habits in browsing and using the Company's Website,
- Your IP address in order for the Company to fulfill its legal and contractual obligations, especially those arising from the Law No. 5651 on Regulating Broadcasts Made on the Internet and Combating Crimes Committed Through These Broadcasts and the Regulation on the Procedures and Principles Regarding the Regulation of Broadcasts on the Internet needs your personal data, such as

What Kind of Data Do We Process With Cookies?

Cookies, depending on their types, generally collect data regarding your browsing and usage preferences on the device you access the Website. This data includes the pages you access, the services and products you view, and all information about your navigation on the Website.

Which Types of Cookies Do We Use In Which Ways?

We use different types of cookies on the Website. These are cookies, function cookies, analysis/performance cookies and targeting/advertising cookies that are required to make the Website work.

The following cookies are used on the Website:

Cookie Name	Purpose of usage	Usage Period
Google Analytics	Google Analytics uses cookies to analyze how visitors use the Website. Information about your use of this Website (including your IP address) is transferred to Google and stored by Google on servers in the USA. Google will use this information to evaluate your use of the Website, to compile Website activity for the Company and to provide other services related to Website activity and internet usage, but will not match your IP address with other data stored by Google. For more information about the use of Google Analytics (including opt-out options), visit: http://www.google.co.uk/intl/en/analytics/privacyoverview.html .	Persistent Cookies, Session Cookies
Google Ads	Google Ads uses cookies to remember your safe search preferences, show you more relevant ads, determine how many visitors you get to a page, help you sign up for our services, protect your data, or remember your ad settings. This helps the website remember information about your visit (for example, your preferred language and other settings). Information about your use of this Website (including your IP address) is transferred to Google and stored by Google on servers in the USA. Google will use this information to evaluate your use of the Website, to compile Website activity for the Company and to provide other services related to Website activity and internet usage, but will not match your IP address with other data stored by Google. For more information about the use of Google Ads cookies (including opt-out options), you can visit: https://policies.google.com/privacy?hl=en	Persistent Cookies, Session Cookies