

ph.com.tr WEBSITE COOKIE POLICY

As **PH Reklam ve Danışmanlık San. Tic. A.Ş.** (Hereinafter "**Company**"), we would like to state that we show maximum sensitivity for the processing of personal data belonging to our site visitors in accordance with the Law on Personal Data Protection No. 6698 and with other relevant legislation ("**PDP Legislation** ") and that we are using cookies through our website.

The purpose of this Cookie Policy is to inform you about the types and purposes of cookies obtained by visiting by site users/members/visitors ("**Data Owner**") the <https://ph.com.tr> website ("**Site**") operated by us.

What is a Cookie?

Cookies are small text files, comprised mostly of letters or numbers, stored on your computer or mobile device ("device") when you visit a website, allowing the device to be detected.

What Are Your Personal Data Processed Through Cookies?

Your usage and visiting habits, session information, past transactions and browsing information on the Site are processed through cookies.

As Company, we process your personal data, consisting of cookies that we collect through daily files, empty gif files, and/or third-party sources, in accordance with the PDP Legislation and limited for the following purposes:

- In order to provide better service to our site visitors, your browsing information on the site is processed, shared with third parties limited to this purpose and stored securely.
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- Your browsing information and/or your usage history on the Site can be monitored for the purpose of promoting you in the presence of your marketing permission, presenting promotions and marketing offers, improving the content of the Site according to you and/or determining your preferences.
- Functional and analytical cookies are used to analyze how the Site is used and to improve your experience of using the Site.

The Company may match information collected by you in different ways online and offline, or information collected from you on the Site at different times, and may use this information with information from other sources, such as third parties.

Which Cookie Types Are Used?

Both first party cookies (placed by the site you are visiting) and third party cookies (placed by servers other than the site you visit) are used on our site. You can find below the different types of cookies that we use on our site:

- **Mandatory (Basic) Cookies:** These are cookies that are mandatory to use in order for the Site to function properly, to take advantage of its features and services. For example, authentication cookies that come into play when you log in on our site; it enables you to continue your active session when you switch from one page to another on our site. Disabling these cookies may render services and features unusable.
- **Permanent Cookies:** These are cookies that are used to increase the functionality of the Site, to provide a faster and better service to our visitors and which remain valid until they are deleted

by your browsers or until the expiration date. Such cookies use to remember your preferences and to personalize your website usage. These include cookies that save your password and keep your website session open at all times, thus saving you the trouble of entering passwords multiple times each time you visit, and cookies that remember and recognize you on your next visits to the website.

- **Session Cookies:** These are temporary cookies used during your visit to the site, which are deleted after the browser is closed. Such cookies do not contain personal data and they help reduce the need to transfer personal data on the Internet. You can delete these cookies or you can prevent their use; however, disabling these cookies may result in decreased Site performance and restricted user experience.
- **Google Analytics:**
 - **Function:** Monitoring / Analysis
 - **Purpose of Use:** To measure and analyze visitor movements from different perspectives to increase the performance and user experience
 - **Operation Mode:** It provides nameless (anonymous), aggregated data about which screens you navigate and what you do on the site <https://ph.com.tr>.
 - **Cookie Type:** Third Party, Permanent and Session cookies

How Can You Control the Usage of Cookies?

The use of cookies is not obligatory in order to use our site; you have the opportunity to customize your preferences for cookies by changing your browser settings.

If you set your browser to block all cookies, you can continue to use our Site; however, you may not be able to access all functions of the Site or your access may be limited, and the quality of your user experience may decrease.

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| Google Analytics | https://tools.google.com/dlpage/gaoptout |
| Google Chrome | http://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-delete-manage-cookies |
| Mozilla Firefox | http://support.mozilla.com/en-US/kb/Cookies |
| Opera | http://www.opera.com/browser/tutorials/security/privacy/ |
| Safari | https://support.apple.com/kb/ph19214?locale=tr TR |

What Are Your Rights As Data Owner?

In accordance with Article 11 of the LPDP, we would like to inform you that you have the right to:

- to learn whether it is processed or not,
- to request relevant information, if processed,

- to learn the purpose of processing and whether they are used in accordance with the purpose,
- to know the third parties to whom personal data are transferred in Turkey or abroad,
- in the event that personal data are incomplete or incorrectly processed, to request their correction and to request notification of the transaction made within this scope to third parties to whom personal data has been transferred,
- Although it has been processed in accordance with the provisions of PDP and other relevant laws, we would like to inform you that you have the right to request the deletion or destruction of personal data and to notify third parties to whom the personal data is transferred in case the reasons requiring its processing disappear.
- by analyzing the processed data exclusively through automated systems, the person has the right to object to the emergence of a result against him.
- to demand the compensation of the damage if it is damaged due to the illegal processing of personal data.

You may submit your requests regarding your relevant rights, preferably by filling in all the information specified in the [Application form of Relevant Person](#) on our website,

- *by visiting in person our Company at the address Maslak Olive Plaza, Ahi Evran Cd. No.11, 34485 Sarıyer/Istanbul*
- in order to be able to identify your identity and not to inform the wrong people, in writing via a notary or registered mail,
- by sending an e-mail to KVKK@ph.com.tr by using secure electronic signature, mobile signature or by e-mail address (if any) notified to our Company and registered in our systems,

or in other ways determined by the Board in the future.